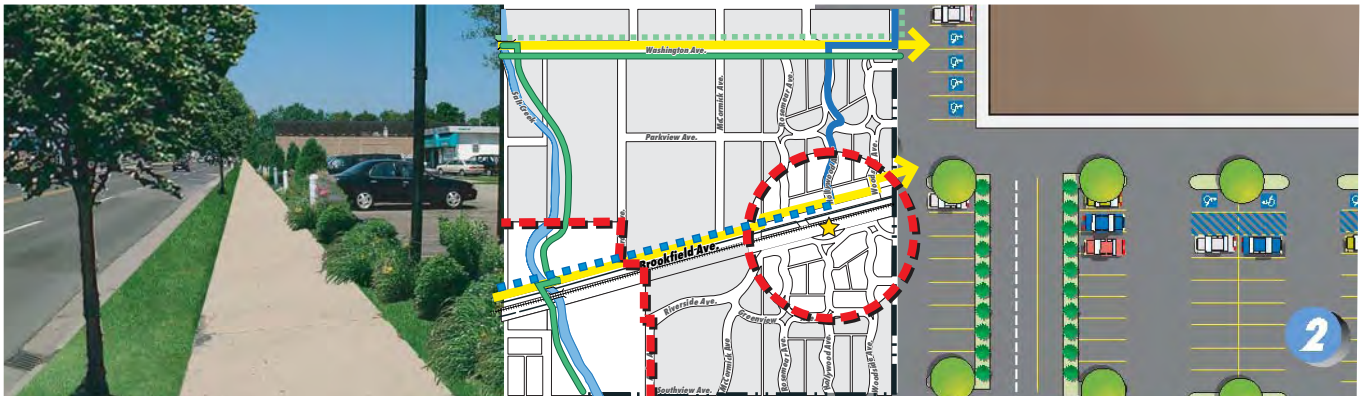


Village of Brookfield 2020 Master Plan

November 2004



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TABLE OF CONTENTS

SECTION 1: INTRODUCTION	1
<i>Purpose of the 2020 Master Plan.....</i>	<i>1</i>
<i>The Planning Process.....</i>	<i>1</i>
<i>Organization of the Plan Report:</i>	<i>2</i>
SECTION 2: COMMUNITY OVERVIEW.....	3
<i>The Brookfield Community.....</i>	<i>3</i>
<i>Demographic Overview</i>	<i>3</i>
<i>Demographic Analysis.....</i>	<i>3</i>
SECTION 3: COMMUNITY OUTREACH	10
SECTION 4: COMMUNITY VISION.....	12
<i>Workshop Session</i>	<i>12</i>
<i>Vision Statement.....</i>	<i>12</i>
<i>A Vision of Brookfield</i>	<i>13</i>
SECTION 5: GOALS AND OBJECTIVES.....	17
<i>General Goals.....</i>	<i>17</i>
<i>Village Image, Design and Identity.....</i>	<i>18</i>
<i>Housing and Residential Land-Use Areas</i>	<i>18</i>
<i>Commercial Development</i>	<i>19</i>
<i>Industrial Land-Use Areas</i>	<i>21</i>
<i>Transportation.....</i>	<i>21</i>
<i>Community Facilities & Services</i>	<i>22</i>
<i>Parks, Open Space & Environmental Areas.....</i>	<i>22</i>
<i>Intergovernmental and Organizational Cooperation.....</i>	<i>23</i>
<i>Fiscal and Economic Development</i>	<i>23</i>
<i>Program Administration</i>	<i>24</i>
SECTION 6: COMMUNITY WIDE PLANS	25
<i>Land-Use Plan</i>	<i>26</i>
<i>Community Facilities Plan.....</i>	<i>31</i>
<i>Transportation Plan</i>	<i>36</i>
SECTION 7: CORRIDOR SUBAREA PLANS.....	42
<i>Ogden Avenue Corridor.....</i>	<i>43</i>
<i>31st Street Corridor.....</i>	<i>49</i>
<i>47th Street Corridor.....</i>	<i>51</i>
SECTION 8: PEDESTRIAN/TOD SUBAREA PLANS.....	52
<i>Location of the subareas.....</i>	<i>53</i>
<i>Planning Process and Community Input</i>	<i>54</i>
<i>Brookfield Station Subarea</i>	<i>56</i>
<i>Hollywood Station Subarea.....</i>	<i>75</i>
<i>Eight Corners Subarea</i>	<i>88</i>
SECTION 9: IMPLEMENTATION	101
<i>Administrative Actions.....</i>	<i>101</i>
<i>Plan Review and Progress Reporting.....</i>	<i>103</i>
<i>Funding Sources and Implementation Techniques.....</i>	<i>104</i>
<i>General Resources and Funding Tools.....</i>	<i>104</i>
<i>Tax Increment Financing (TIF)</i>	<i>104</i>
<i>2020 Master District Designations.....</i>	<i>105</i>

<i>Business District Designation</i>	105
<i>Community Development Corporations</i>	106
<i>Transportation and Infrastructure Improvements</i>	106
<i>Open Space and Natural Resources</i>	107
APPENDIX A ACTION AGENDA	A-1
APPENDIX B COMMUNITY OUTREACH	B-1
APPENDIX C DESIGN GUIDELINES	C-1
APPENDIX D PEDESTRIAN ORIENTED PUBLIC MEETING SUMMARY	D-1

TABLE OF FIGURES

<i>Figure 1: Existing Land-Use</i>	29
<i>Figure 2: Land-Use Plan</i>	30
<i>Figure 3: Community Facilities & Open Space</i>	35
<i>Figure 4: Transportation Plan</i>	41
<i>Figure 5: Ogden Avenue: Land-Use Redevelopment Plan</i>	43
<i>Figure 6: Ogden Avenue Corridor: Ogden/Grove Concept Plans</i>	44
<i>Figure 7: Congress Park Grocery Redevelopment Concept</i>	45
<i>Figure 8: Congress Park TOD Redevelopment Concept</i>	46
<i>Figure 9: Ogden Avenue: Transportation & Circulation Plan</i>	47
<i>Figure 10: Ogden Avenue: Corridor Appearance and Design</i>	48
<i>Figure 11: 31st Street Corridor Plan</i>	49
<i>Figure 12: Commercial Site Redeveloped as Residential Concept</i>	50
<i>Figure 13: 47th Street Corridor Plan</i>	51
<i>Figure 14: Brookfield Station Subarea: Existing Conditions</i>	69
<i>Figure 15: Brookfield Station Subarea: Illustrative Redevelopment Plan</i>	70
<i>Figure 16: Brookfield Station Subarea: Illustrative Redevelopment Plan (Brookfield Station)</i>	71
<i>Figure 17: Brookfield Station Subarea: Illustrative Redevelopment Plan (First Impressions/Streetwall)</i>	72
<i>Figure 18: Brookfield Station Subarea: Illustrative Redevelopment Plan (Western View)</i>	73
<i>Figure 19: Brookfield Station Subarea: Redevelopment Plan</i>	74
<i>Figure 20: Hollywood Station Subarea: Existing Conditions</i>	83
<i>Figure 21: Hollywood Station Subarea: Illustrative Redevelopment Plan</i>	84
<i>Figure 22: Hollywood Station Subarea: Illustrative Redevelopment Plan (Hollywood Station)</i>	85
<i>Figure 23: Hollywood Station Subarea: Illustrative Redevelopment Plan (Northeast Corner – Brookfield & Hollywood Avenues)</i>	86
<i>Figure 24: Hollywood Station Subarea: Redevelopment Plan</i>	87
<i>Figure 25: Eight Corners Subarea: Existing Conditions</i>	95
<i>Figure 26: Eight Corners Subarea: Illustrative Redevelopment Plan</i>	96
<i>Figure 27: Eight Corners Subarea: Illustrative Redevelopment Plan (Eight Corners Intersection)</i>	97
<i>Figure 28: Eight Corners Subarea: Illustrative Redevelopment Plan (Broadway Avenue)</i>	98
<i>Figure 29: Eight Corners Subarea: Illustrative Redevelopment Plan (Southeast View)</i>	99
<i>Figure 30: Eight Corners Subarea: Redevelopment Plan</i>	100

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A special thank you goes to everyone who participated in the planning process for the Village of Brookfield's 2020 Master Plan. This Master Plan was made possible by the contributions and insights of the residents, business persons, property owners, and representatives from various groups and organizations.

SECTION I:

INTRODUCTION

This *2020 Master Plan* for the Village of Brookfield, Illinois, sets forth long-range recommendations for future growth and development, as well as the maintenance and enhancement of the existing image and character of the community.

This Final Plan Report summarizes the results of a 16-month planning program in Brookfield, and incorporates much of the material included in previous interim reports and memoranda prepared during the course of the study such as the Phase I Synthesis Report, Preliminary Plans Report, and Corridor Plans Report.

PURPOSE OF THE 2020 MASTER PLAN

This *2020 Master Plan* is Brookfield's official policy guide for physical improvement and development. It considers not only the immediate needs and concerns of the community, but also project improvement and development 5 to 15 years in the future.

Used to its potential, this Plan can help preserve and protect important existing features and resources, coordinate new growth and development, and establish a strong and positive community image and identity.

This Plan is comprehensive in both scope and coverage. It encompasses the use of land; the movement of vehicles and pedestrians; the provision and enhancement of community facilities including parks, schools, and other public facilities. It addresses residential areas, commercial and business development, including Metra stations, heavily trafficked corridors, and pedestrian oriented shopping areas, public and institutional lands, and the public rights-of-way.

This Plan establishes the "ground rules" for private improvement, development and redevelopment within the Village of Brookfield. It provides guidelines by which the Plan Commission and Village Board can

review and evaluate private development proposals. The Plan also provides a guide for public improvements, and can help to ensure that local dollars are spent wisely and in a cost effective manner.

The *2020 Master Plan* provides a basis for zoning, subdivision regulations, and capital improvement plans, all of which should be used to implement planning policies and recommendations.

Finally, the *2020 Master Plan* can serve as an important marketing tool to promote Brookfield's unique assets and advantages, and it can spur redevelopment and reuse of underutilized sites and be used to help attract new families and desirable new development to the community.

THE PLANNING PROCESS

The Brookfield planning process has incorporated a six-step work program that has entailed the following:

1. Analyzing existing conditions,
2. Identifying issues and concerns,
3. Formulating a clear vision for the future,
4. Establishing goals and objectives,
5. Developing and evaluating alternative plans and policies, and
6. Preparing final *2020 Master Plan* recommendations.

The process has been designed to produce a Master Plan that will assist the Village in maintaining and improving upon the many positive attributes of the community, while identifying approaches and resources to meet community needs and concerns.

begin the process of implementation of the 2020 Master Plan.

ORGANIZATION OF THE PLAN REPORT:

This Final 2020 Master Plan is organized into the following sections:

- *Demographic and Market Overview.* This section overviews historical, current, and future demographics and market conditions for the Brookfield Community.
- *Community Outreach.* This section provides a summary of the extensive citizen participation activities conducted early in the planning process. These include: 1) a project initiation workshop; 2) key person interviews; 3) a community workshop; and 4) a community-wide survey.
- *A Vision for the Future.* This section describes, in general terms, the kind of community that Brookfield should be in the future. It includes a vision statement for the community in the Year 2013.
- *Goals and Objectives.* This section contains a list of goals and objectives that provide both general long range statements and specific guidelines and recommendations for achieving the new 2020 Master Plan.
- *Community Wide Plans.* This section presents the recommendations that are based upon the research and analysis for Land-Use, Community Facilities, and Transportation.
- *Corridor Subarea Plans.* This section presents subarea plans for the following corridors: Ogden Avenue and Congress Park Metra Station Corridor, the 31st Street Corridor, and the 47th Street Corridor.
- *Pedestrian/Transit-Orientated Development (TOD) Subarea Plans.* This section presents plans for the Brookfield Metra Station (TOD) Subarea, the Hollywood (Zoo) Station TOD Subarea, and the Eight Corners Subarea.
- *Implementation.* This section highlights the steps and actions to be undertaken to

SECTION 2:

COMMUNITY OVERVIEW

THE BROOKFIELD COMMUNITY

The Village of Brookfield is located 13 miles west of downtown Chicago in Cook County, Illinois. Brookfield is an established inner-ring suburb of Chicago, a “bedroom community”, of 3.1 square miles.

The Village of Brookfield is well positioned for convenient access to and from the City of Chicago and the Chicago Region. Ogden Avenue (U.S. Route 34) passes through the Village, and Interstate 290 and Interstate 55 are located within close proximity. There are three Metra stations within Brookfield along the Burlington Northern/Santa Fe railway, providing service to the City of Chicago to the east, and Aurora to the west.

DEMOGRAPHIC OVERVIEW

Methodology

The findings and recommendations set forth in this report are based on a combination of several data resources and research methods. Listed below are the tasks completed for the demographic overview and market analysis of Brookfield.

1. Conducted interviews with Village staff and representatives of the real estate industry regarding Brookfield and the market conditions in the community for the 2020 Master Plan. A list of persons interviewed for this project is provided in *Appendix B – Community Outreach*.
2. Surveyed residential units, both attached and detached, recently completed residential developments, and projects currently under construction to help assess the future residential potentials in Brookfield.
3. Surveyed the existing retail development areas in Brookfield to determine current market conditions and potential future competition.

4. Analyzed secondary data describing demographics, employment, and real estate trends at the trade level, municipal, and regional levels. Sources include the United States Census Bureau, Bureau of Labor Statistics, Claritas, Inc., the Northeastern Illinois Planning Commission (NIPC), and the Multiple Listing Service (MLS) of Greater Chicago.
5. Collected supplementary information from the Village of Brookfield’s website.

DEMOGRAPHIC ANALYSIS

General Overview

In order to understand market conditions and potentials within the area, the Consultant analyzed demographic trends at the Village and metropolitan levels. Demographic characteristics of the population play an important role in the development and redevelopment of Brookfield. Population, age, income, race, employment, and education variables influence which retailers will consider locating in Brookfield, as well as indicate the potential buyer profile for residential units.

This section provides an evaluation of historic trends in population and housing change within Brookfield, as well as a current snapshot of key demographics in Cook County and the greater Chicago region. In addition, comparisons to the nearby communities of Westchester, Riverside, LaGrange, and Countryside are included in this report as a way to understand the competitive advantages Brookfield offers. An understanding of the growth and composition of the local population provides an important foundation for the *Brookfield 2020 Master Plan*. Estimates for 2003 and forecasts for 2008 and 2020 are included in the overview.

The analysis highlights the key findings and conclusions reached by the Consultant. The demographic overview includes an

assessment of (1) population and household characteristics; (2) racial and ethnic identification; (3) housing unit characteristics; and (4) income and employment statistics. In order to analyze trends, 1980, 1990 and 2000 data have been included.

In order to make the figures more meaningful, it is useful to compare a community within a larger context. The Village of Brookfield, Cook County, Illinois falls within the Chicago-Gary-Kenosha Metropolitan Statistical Area (MSA). Data from that MSA and Cook County are utilized in this analysis.

Village of Brookfield: Summary of Trends

Brookfield is a well-known community, particularly because it is home to the world-famous Brookfield Zoo. Brookfield is an established inner-ring suburb of Chicago, a “bedroom community”, of 3.1 square miles. Brookfield is a stable middle-class community experiencing little to no population growth. The population is very family-oriented. The housing stock is older, but solid and well maintained. Most of the residents of Brookfield are long-term residents. While population, social, and housing characteristics have remained fairly stable over the last 20 years, there are still some changes occurring in Brookfield that have implications for long-range planning.

The following highlights the major trends that describe the Village of Brookfield:

- Little population change
- Homogeneous population in terms of racial/ethnic identification
- Very low residential vacancy rate
- Stable housing stock
- Solid, middle-class income
- Very low poverty rate
- Well-educated population; large percentage of professionals

Demographic Issues and Concerns

Based on the following demographic section, some issues and concerns related to population and housing have been identified and should be considered as the Village continues to plan for the future:

- *Little population change*- Current trends suggest that Brookfield will continue to experience little population growth. This could have an impact on the overall image and character of the Brookfield community in the future, as well as on the local tax base, housing stock, local businesses and municipal services. Brookfield will likely continue to be a stable residential community, but the Village should consider marketing and promoting itself to ensure that the community continues to attract residents.
- *Very low vacancy rate and stable housing stock*- Brookfield’s housing stock is affordable and well maintained. Housing values are above average and vacancy rates are low. However, the majority of the housing stock is mature, having been built in the 1940’s and 1950’s. The Village should continue to ensure adequate housing maintenance through the establishment and enforcement of a property maintenance code. Recognizing that the housing stock is mature, the Village should consider home improvement assistance programs to maintain its older and architecturally diverse housing stock. As new housing development occurs, either through teardowns or new development on vacant land, new trends in housing needs and preferences should be considered. The Village may want to promote different types of infill housing development, and take the changing needs of the population into consideration.
- *Solid median household income and very low poverty rate*- Brookfield has a middle-class population. This suggests not only the continuance of support for local businesses, but also the ability of

the Village to continue to provide community services in the future. Based on household income, residents have different needs for public services, and the Village should take those needs into consideration when planning for municipal services. In addition, the quality and type of the housing stock are influenced by the household incomes in the community, which also need to be considered.

- *Well-educated population; becoming more “white collar”*- The Village should seek to retain and attract well-educated residents, by providing high quality municipal services, cultural amenities, well-maintained housing stock, and an overall superior quality of life.

Specific numbers and percentages are presented in detail in the following section.

Population and Households

- Brookfield’s official population count in 2000 was 19,085 persons. In 2000, the population of the Chicago region was 9,157,540 persons. Cook County’s population was 5,376,741.
- The population of Brookfield has decreased slightly over the last 20 years. From 1980-2000, the population decreased by about 310 citizens, a 1.6% decrease. However, the population increased by 1.1% over the ten-year period of 1990-2000, which indicates that Brookfield is beginning to draw residents into the Village again.
- The 2003 population is estimated at 18,847 persons. The population is projected to be around 18,471 in 2008. According to projections done by NIPC, Brookfield’s population is expected to be between approximately 18,140-18,542 in 2020, a slight decrease of approximately 543-945 people, depending on the outcome of the O’Hare airport expansion

- Household formation generally exceeds the rate of population growth, largely as a result of the increase in single-person households, longer life expectancies, single-parent households and the rate of divorce.
- Brookfield is generally following the larger regional trends. Brookfield had 7,249 households in 2000. Looking at the twenty-year trend, Brookfield has seen a small increase in the number of households (3.2%), even though the overall population has decreased.
- Brookfield’s 2000 average household size has remained constant since 1980, when it was 2.5 persons per household. In both Cook County and the MSA, the average number is 2.7 persons per household.
- The majority (66.8%) of households in Brookfield are family households; 52.5% are married-couple families, and 33.2% are non-family households, indicating a strong family orientation.
- The 2003 estimated number of households is 7,429 and the 2008 projection is 7,243. By the year 2020, NIPC projects that Brookfield will have between 7,744-7,557 households, a minor increase in households from the 2000 Census.

Age Distribution

- Brookfield has a slightly older population profile as compared to the region. In Brookfield, the percent of the population over eighteen is estimated at 76.1%; while in Cook County, the estimate is 74%, and 73.1% in the MSA.
- The median age in Brookfield is higher than that of the surrounding communities. The 2000 median age of Brookfield residents is 38 years, compared to 33.6 years in Cook County and 33.9 in the Chicago MSA.
- The age cohort with the most change is the 18-24/20-24 year olds, with a 74%

decrease in population over 20 years. The 25-44 years cohort made the greatest increase (13.7%). This is not surprising, given the 18-24/20-24 year olds have aged into the next cohort. The 25-44 year old age cohort is the largest group in most communities.

- The elderly population has increased by 4.1% over 20 years, reflective of the overall aging of the country's population. Brookfield has a higher percent of the population that is over the age of 65 than the rest of Cook County and the MSA.

Racial/Ethnic Identification

- The vast majority of Brookfield's population identifies themselves as "White" (93.5%). This proportion has stayed fairly constant over the last 20 years. Over the ten-year period of 1990-2000, the population saw some very minor changes in composition. However, looking at the 20-year trend, the population has seen some changes. While the percent changes may look high, the absolute (numeric) changes have been small. The only growing minority is the "Hispanic/Latino", which has tripled in population between 1980-2000, but still comprises a small percent of the community. Overall, Brookfield's racial composition has remained very stable.
- The 2003 estimates are nearly identical to the 2000 Census data. Five-year (2008) projections of race and ethnicity are not available at this time, but it is unlikely that the racial/ethnic demographics will change significantly. The next census may show more changes—in particular, the growing "Hispanic/Latino" sector, which is expected to grow nationwide.

Housing

- The number of housing units in Brookfield has increased slightly over the last 20 years. Between the years

1980-2000, Brookfield's housing stock increased by 308 units, from 7,459 to 7,767. The current estimate of housing units in the Village is 7,644, a decrease of 23 housing units over three years (2000-2003).

- The Village has a very low vacancy rate (2.8%). The vacancy rate has stayed low over the last twenty years. The low vacancy rate is a sign of consistently high demand for housing. Compared to the County (5.7%) and the region (5.3%), Brookfield's vacancy rate is even lower.
- Brookfield is a community of homeowners. In the most recent census, most of the housing units in Brookfield are owner-occupied (74.7%) as opposed to renter-occupied (25.3%). The previous two censuses have shown a high owner-occupancy rate of 74.9% and 75.2%, respectively. Brookfield has a higher owner-occupancy rate than Cook County (57.9%) and the region (65.2%).
- Brookfield has an older housing stock. According to the 2000 Census, the largest percent of homes in the Village fall into the "built between 1940-1959" category. Only about 4.4% of the homes built in Brookfield have been built since 1980.
- Housing values in Brookfield are comparable to the region. The 2000 Census indicates a median home value of \$151,600. Cook County's was \$157,700, and the median home value in the region was \$159,000.

Income and Employment

- Brookfield has a fairly well-educated population, with almost all of its residents having a high school diploma or higher (87.8%). About 10.1% of residents have a college education.
- Brookfield's work force is mainly white collar. The largest segment of the employed population is in the

management, professional and related occupations (36.2%). Sales and office occupations comprise the next largest segment of the population, approximately 33.0% percent in 2000.

- Much of the population of Brookfield is in the medium to medium/high income brackets. The median household income in 1999 was estimated at \$52,636 and has increased over three years to an estimated \$60,371.
- The 1999 estimated median household income for Brookfield (\$52,636) is slightly higher than other communities in the area. Cook County's median household income was \$45,922; the region's was \$51,046.
- The poverty rate in Brookfield is comparatively low. Brookfield's estimated individual poverty rate in 2000 was 4.3%. Cook County's poverty rate was 13.5% in 1999. The MSA had an estimated poverty rate of 10.5%.

Comparisons to Nearby Communities

Key demographics of the nearby communities of Westchester, Riverside, LaGrange, and Countryside are highlighted below as a way to understand the competitive advantages Brookfield offers. All communities are established, "inner ring" western suburban municipalities, but they do differ in various aspects.

- Brookfield has the largest population of the five western suburban communities that were used in this comparison. Countryside is the smallest community.
- The median age in Westchester is 44 years, which is higher than Brookfield (38). Brookfield and LaGrange's median age is almost identical (LaGrange's is 37.8)
- Westchester has the highest percentage of population over 18. Brookfield and Riverside have identical populations over the age of 18 (76.1%).
- Brookfield, Riverside, and Countryside have a very similar percent of their population who is over the age of 65 (all close to 15%-16%), which places them between LaGrange and Westchester.
- Brookfield has the largest "Hispanic/Latino" population of the communities compared (8.1%). However, the overall population composition of Brookfield is rather homogeneous, with 93.5% of the population identified as "White".
- Riverside and LaGrange have the most well-educated population in both the high school graduate and bachelor's degree categories. Brookfield's percent of adults with a high school diploma is similar to that of surrounding communities, however, the college-educated population is the smallest in Brookfield.
- Brookfield is close to LaGrange in terms of average family size (3.1 and 3.2 persons, respectively). All of the communities compared are very close to three persons per family. The average household size for all communities is close to 2.5 persons per household, which is the average for Brookfield.
- The owner-occupancy and renter-occupancy rates in Brookfield are similar to Countryside and Riverside. Westchester has the highest owner-occupancy rate and the lowest renter-occupied rate of the communities compared.
- LaGrange has the highest median home value, while Brookfield has the lowest home value of the communities compared. However, as was stated in the Housing section above, Brookfield's home values are very similar to that of Cook County and the rest of the region.
- LaGrange has the highest median household income. Brookfield's median household income is between that of Countryside and Westchester.

- While the poverty rate in Brookfield is slightly higher than nearby communities, it is still significantly lower than that of the county and the region.

Brookfield, Illinois: Demographic Comparisons, 2000

Brookfield Westchester Riverside LaGrange Countryside

Population					
Total population	19,085	16,824	8,895	15,608	5,991
Median age	38	44.9	40.5	37.8	41.2
Over 18	76.1%	81.4%	76.1%	71.5%	80.1%
65 and older	15.2%	25.4%	15.4%	13.5%	15.7%

Racial Identification					
White	93.5%	86.2%	95.4%	91.0%	92.3%
Black or African American	0.9%	7.2%	0.3%	6.0%	2.2%
American Indian	0.1%	0.1%	0.1%	0.1%	0.1%
Asian	1.2%	3.4%	1.6%	1.0%	1.6%
Hispanic/Latino	8.1%	5.7%	5.5%	3.7%	6.8%
Other	4.2%	3.1%	2.7%	1.9%	3.9%

Education (population age 25+)					
High school graduate or higher	87.8%	89.0%	93.6%	92.7%	84.3%
Bachelor's degree or higher	10.1%	30.8%	51.1%	55.0%	23.0%

Households					
Total households	7,536	7,015	3,552	5,624	2,661
Family households	66.8%	70.2%	68.6%	72.0%	60.3%
Married-couple family	52.5%	58.3%	57.4%	60.3%	46.0%
Non-family	33.2%	29.8%	31.4%	28.0%	39.7%
Average family size	3.1	2.9	3.1	3.2	2.9
Average household size	2.5	2.4	2.5	2.7	2.3

Housing					
Total housing units	7,753	7,123	3,668	5,781	2,818
Vacant housing units	2.8%	1.5%	3.2%	2.7%	5.6%
Owner-occupied	74.7%	98.5%	78.9%	81.6%	71.6%
Renter-occupied	25.3%	6.4%	21.1%	18.4%	28.4%
Median value of owner-occupied units	\$ 151,600	\$ 168,900	\$ 264,200	\$ 271,800	\$ 201,600

Income					
Median household	\$ 52,636	\$ 59,928	\$ 64,931	\$ 80,342	\$ 45,469
Per capita	\$ 24,307	\$ 29,634	\$ 34,712	\$ 34,887	\$ 25,449
Individuals below poverty level	4.3%	2.5%	3.0%	4.0%	3.7%

Source: U.S. Census Bureau, Northeastern Illinois Planning Commission, and URS/TPAP

*The Metropolitan Statistical Area of which Brookfield is a part is the Chicago-Gary-Kenosha MSA.

Some percentages are slightly over 100%. This is due to rounding.

SECTION 3:

COMMUNITY OUTREACH

The Brookfield 2020 Master Plan provided several opportunities for local residents to be involved and included in the planning process. Citizen participation was an integral component in the planning process and helped identify issues, needs, priorities and opportunities that were important to the community. This section summarizes the results of work activities undertaken at the outset of the Brookfield 2020 Master Planning process. A detailed summary of each exercise is included in *Appendix B – Community Outreach*.

- A *Project Initiation Workshop* was conducted with the Planning Advisory Committee (PAC) on June 18, 2003. The workshop involved members of the Consulting Team, PAC Members, and Village staff. The workshop was a valuable tool in introducing our Consulting Team to some of the community's needs and concerns.
- A series of confidential *Key Person Interviews* were conducted by the Consultant. Interviews were conducted with 13 individuals having varying interests in and knowledge of the Brookfield community.
- A *Community Workshop* was conducted on July 9, 2003 at the Brookfield Village Hall. The workshop was well attended by individuals representing a wide range of community interests and viewpoints. Approximately 35 people participated in the workshop.
- A *Community Survey* was distributed in April 2003 to every household in the Village. More than 2,400 survey questionnaires were completed and returned to the Village. The survey asked questions regarding a wide range of community issues and concerns. Residents were divided into three geographic areas: 1) north of 31st Street; 2) south of 31st Street but north of the BNSF; and, 3) south of the BNSF.

The results of the survey are included in the *Appendix B – Community Outreach*.

The objectives of these work activities were to: a) obtain first-hand impressions of conditions, issues, and potentials that should be considered in the planning process; and b) provide the Consulting Team with an introduction to local views and perceptions of Brookfield and the surrounding areas.

It is important to emphasize that the comments included in this section reflect the views and opinions of a limited number of people within the Community. They should not be interpreted as findings of fact or as conclusions and recommendations by the Consultant. However, the workshops and interviews have indicated: a) several locally perceived problems and issues which are addressed or reflected in the 2020 Master Plan; and b) a number of assets and advantages within the Village which should be built upon and preserved in the future.

Based on the various Community Outreach activities, the following assets/advantages and problems/issues were identified as Community priorities:

- Maximize Brookfield's strong regional location within the Chicago area.
- Promote Brookfield's convenient access to transportation networks, including Interstates 290 and 55, Midway and O'Hare airports, and Metra train lines.
- Promote the Brookfield Zoo.
- Protect the affordable and well-maintained housing stock and well-established neighborhoods.
- Support and maintain the strong, well-ranked schools.
- Maintain the friendly, small-town feeling that makes Brookfield a desirable community.
- Plan for needed infrastructure improvements, including roads, alleys, and sewer/water.

- Focus on economic and business development.
- Revitalize Ogden Avenue.
- Examine ways to promote overall community beautification, such as streetscaping, better property maintenance, etc.
- Maintain existing Village services and level of revenue.
- Diminish the role of “politics” and the political climate in Brookfield.

SECTION 4:

COMMUNITY VISION

On Thursday, February 12, 2004, a Visioning Workshop for the *2020 Master Plan* was conducted at the Village Hall. The purpose of the workshop was to develop a Vision Statement that describes the Village of Brookfield as it will be in the year 2014.

WORKSHOP SESSION

Approximately 30 people participated in the Visioning Workshop. Participants in the Visioning Workshop included Brookfield Village Staff, 2020 Master Plan Advisory Committee, and interested residents.

Following a brief discussion of the planning process for the Brookfield 2020 Master Plan, the participants were asked to identify issues by creating a wish list of public and private sector projects or improvements and by identifying any problems or obstacles that could limit the implementation of the 2020 Master Plan.

As part of the issue identification process, participants were separated into five work groups. The groups were created by sequentially numbering participants with numbers one through five. Each group separated from others and performed the next steps of the visioning session at a separate table, working only with participants in their group. Each group was asked to describe Downtown Brookfield as they hoped it would be in the year 2014. In particular, the groups were asked to articulate the accomplishments and achievements that had been made since the Village's *2020 Master Plan* was completed in 2004.

A summary of the written statements prepared by all workshop participants is presented in *Appendix B – Community Outreach*.

VISION STATEMENT

The Vision Statement, presented on the following pages has been prepared based primarily on the workshop described above. However, the Vision Statement also takes into consideration the results of other work activities undertaken as part of planning process for this 2020 Master Plan.

The Vision Statement is intended to be a retrospective that chronicles the accomplishments and achievements that have been undertaken in Brookfield since the *2020 Master Plan* was completed in 2004.

The Vision Statement provided important focus and direction in the preparation of the goals, objectives, policies, and recommendations of this Plan.

It should be emphasized that the Vision Statement is intended to provide a brief, overall snapshot of Brookfield in the Year 2014. While it incorporates the main ideas and recurring themes discussed at the workshop, it does not include all of the specific projects and actions suggested by participants or smaller workgroups. However, many of these specifics have been incorporated into more detailed plans and policies.

A recurring theme throughout much of the community workshop was the issue of development. Participants identified retail development more frequently than any other desirable private sector led project, although residential and the mix of retail and residential was mentioned by several participants. While development within Brookfield is highly desired, fear of poor or uncoordinated development is a large concern.

A VISION OF BROOKFIELD

SINCE BROOKFIELD'S 2020 MASTER PLAN WAS COMPLETED 10 YEARS AGO, the community has experienced the revitalization of its commercial areas, seen considerable reinvestment in its residential neighborhoods, and has greatly improved the Village's overall identity and appearance. The Downtown and Eight Corners area have become vibrant and attractive pedestrian environments, with an exciting mix of shopping, dining, and new residential uses. Ogden Avenue and 31st Street have seen significant new development and now provide both destination and convenience shopping and services. Park and recreation amenities and programs have been improved and the Village continues to provide high quality services to its residents and business community. The Brookfield Zoo remains a premier regional attraction. The Village and the Zoo have strengthened their relationship and now coordinate events and programs, with the Village now offering improved pedestrian, bicycle and transit access and circulation to the Zoo and throughout the Village.

In the year 2014 . . .

*B*rookfield residents are enjoying the revitalization of their town. The Eight Corners area and Downtown have become vibrant and exciting pedestrian environments. The vacant storefronts in the Eight Corners area have been replaced with new restaurants and shops. Both the Downtown and Eight Corners area have been infused with new infill development. The new buildings blend appropriately with the scale and character of the remaining existing structures. New streetscaping, street furniture, signage, public art, and gathering spaces help to create these attractive and unique destinations. The improvements have resulted in a quaint and attractive retail district, which provides an ideal pedestrian environment that draws on the rich history and character of the community. Townhomes and condominium developments are also integrated into the areas and support the mix of uses and overall pedestrian character. The Downtown area has become a model transit-oriented development, and represents the best of what a mixed-use, pedestrian environment near a Metra station should be.

*T*he Ogden Avenue and 31st Street corridors have seen significant redevelopment and improvement. The corridors are lined with both large and small successful retail businesses, including restaurants, national retailers, local retailers, and commercial service uses. Along with the

new development, additional parking has been provided along the corridors. Shared parking arrangements, public/private lots, and joint access drives have improved the overall circulation, safety, and traffic operations along the corridors, making them more desirable shopping experiences. Condominium and townhome projects have been developed at select locations along the corridors, adding to the corridors' overall character and sustainable mix of uses. Established design and development guidelines have been used over the years to ensure that new development is attractive, constructed of quality materials, and reflective of the Village's desired character and image. Improved signage, streetscaping, and entry features distinguish Brookfield from adjacent communities and create an attractive experience for motorists and pedestrians traveling along the corridors.

The 47th Street Corridor has also seen significant redevelopment and improvement. The corridor has been successfully revitalized with a mix of commercial service and light industrial uses. New design and development guidelines have been used over the years to ensure that new development is attractive, constructed of quality materials, and reflective of the Village's desired character and image. Stricter screening and buffering requirements now ensure that adjacent residential uses are protected from commercial and industrial activity. The overall appearance and character of the corridor have improved through an implemented streetscaping program, including entry features, improved signage, lighting, and landscaping.

The residential neighborhoods that contribute greatly to the overall character and charm of the Brookfield community have been protected and enhanced. Reinvestment, rehabilitation, and additions to existing structures have increased the property values in the Village and further stabilized the residential areas. New infill development has taken place and some of the smaller more obsolete homes have been replaced with larger homes providing more contemporary living spaces. New single-family home development has been done appropriately, and new homes are generally appropriately scaled and designed to fit in with the character of existing neighborhoods. In addition to the single-family homes, a number of mixed-use and multi-family developments have been developed in the Eight Corners area, around the Downtown/Brookfield Metra Station, near the Congress Park Metra Station, and at select locations along Ogden Avenue and 31st Street. The new developments are of high-quality construction, serve an important housing need in the community, and have created a strong residential population within the commercial areas that supports the Village's shops, restaurants, services, and entertainment uses. The Village provides a variety of housing options, from first time home buyers

to “empty nesters”, helping to attract new residents and families to the Village and providing better opportunities for them to remain residents throughout the different stages of their lives.

Helping fuel the redevelopment and revitalization efforts of the community are the continual improvements to the Village’s existing infrastructure. The Village’s Capital Improvement Plan outlines the street and sidewalk rehabilitation program, curb and gutter repair, and sewer replacement schedule that will be completed every year. Having consistently stuck to this Capital Improvement Plan, the Village has incrementally and systematically upgraded and maintained the community’s infrastructure. These community-wide improvements have helped attract new businesses and retain existing ones. Residents are better served by the improved infrastructure and private property reinvestment reflects the Village’s trend of public reinvestment into community systems.

Assisting the Village with their community improvement and revitalization efforts are the agreements formed between Brookfield and the Forest Preserve District, the School Districts, and the Chicago Zoological Society. Partnering with the various entities have increased the recreational and educational opportunities available to the residents through new park sites, environmental areas, and programs at the Zoo. Special events with these entities are now more coordinated to capitalize on visitors coming to the community. Improved pedestrian and bicycle trails, local circulator busses, and new a campaign of information and promotion help to unify and coordinate the Village’s, schools’, Forest Preserve’s, and Zoo’s efforts to improve opportunities for and participation in the area’s cultural, educational, entertainment, and recreational amenities.

The natural resource areas that distinguish Brookfield from nearby communities have been preserved and protected. The parks and open space, together with the forest preserve and Salt Creek corridor, continue to provide attractive and inviting outdoor areas for residents and visitors. New development is sensitive to these areas and they remain protected from harmful development practices and encroachments. Trails throughout the forest preserve and along Salt Creek have been improved to provide a more inviting and user-friendly experience. The Village has embraced the notion that these areas are community assets, and have collectively taken on the stewardship of these areas in terms of Village policy and awareness.

*A*n improved political climate in the community has arisen from the 2020 Master Planning Process and the extensive community involvement.. The elected and appointed officials have developed a renewed sense of cooperation and political interests have taken a back seat to addressing residents' concerns. Improved relationships between the Village and other public agencies have allowed the community to plan for its continued growth and continue to provide quality services to its residents and business community.



SECTION 5:

GOALS AND OBJECTIVES

The *2020 Master Plan* is an expression of what a community wants to become in the future. Therefore the Plan should be considered a reliable policy guide for decision-making and Village action.

The *2020 Master Plan* has established goals and objectives, which provide the framework for planning recommendations, policies and future projects and actions:

- **Goals** describe desired end situations toward which planning efforts should be directed. They are broad and long-range. They represent an end to be sought, although they may never actually be fully attained.
- **Objectives** describe more specific actions that should be undertaken in order to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

Together, the goals and objectives paint a picture of what a community wants to accomplish with the *2020 Master Plan*, and with other development tools and ordinances. They provide direction, and serve as a guide for evaluating specific projects and land-use alternatives.

The goals and objectives presented below are based on: a) input from Village staff and the Project Advisory Committee; b) the community workshop; c) the key person interviews; and d) feedback from various public meetings and discussions.

GENERAL GOALS

The following general goals have been developed as a “guiding framework” directing future change in the community.

Goal 1

Achieve a balanced pattern of development in the community that provides for well designed, compatible and economically sustainable business, employment, and residential areas.

Rationale

There is a high level of consensus in the community on the need to develop and redevelop sites in a manner which has long-term economic stability and meets the social, cultural, educational, recreational and lifestyle needs of the residents.

Goal 2

Create and maintain a physically distinctive and high-quality community environment through efforts that preserve the existing quality of life, character, and heritage of the Village, while anticipating change and progress in the future.

Rationale

To enhance a sense of community and pride, there is a need to physically enhance and improve areas of the Village. We expect to accomplish this through the design of land-use areas as well as in the coordination and improvement of public facilities and services. In support of the identity as a strong residential community, the Village is committed to providing community facilities and services that meet citizens’ expectations.

Goal 3

Forge and maintain strong public and private partnerships to capitalize upon and coordinate all resources and assets the community has to offer in carrying out plans, policies and programs.

Rationale

The Village seeks to continue meaningful and productive relationships with local organizations, civic groups, institutions, and individuals to create awareness and understanding of community needs and potentials, as well as to mobilize organizations into action for change. This participatory philosophy is a central element in the strategic approach to community involvement and change.

Goal 4

Establish a process for the regular review and update of the 2020 Master Plan.

Rationale

The 2020 Master Plan is a dynamic document and should provide a basis for future land-use and development decision-making. Because market conditions and community opinion can change over time, the Plan should be reviewed on a regular basis to ensure it reflects the consensus of the community.

VILLAGE IMAGE, DESIGN AND IDENTITY

Goal

Maintain a strong physical community image through public and private improvements which enhance various physical features of the community and contribute to Brookfield's sense of place.

Objectives

1. Improve the image and appearance of all existing commercial areas, with particular emphasis on the appearance of buildings, signage, site landscaping, and streetscape amenities.
2. Establish "gateway"/entry features at key locations to announce arrival into Brookfield and distinguish the Village from neighboring communities.
3. Improve and maintain the attractive appearance of all areas of the Village.

4. Encourage compatible and high-quality design and construction for all developments, with an emphasis on quality site design, building orientation, quality architecture and building materials, and site improvements.
5. Maintain consistent and high quality improvement of all local streets, parkways, sidewalks, and alleys.
6. Establish an improvement program that results in the development of physical facilities and features which distinguish Brookfield from surrounding communities.
7. Develop and implement landscaping and tree planting programs that beautify the residential and business areas.
8. Promote the advantages and benefits of living, working, or doing business in the Village.
9. Improve communication to residents in an effort to increase awareness of, and participation in, programs, services and events within the Village.
10. Improve and maintain relationships with the press and other media.

HOUSING AND RESIDENTIAL LAND-USE AREAS

Goal

Provide a housing inventory and living environment which supports the local population and maintains the overall quality and character of the Village.

Objectives

1. Maintain the predominant single-family character of the Village.
2. Protect residential areas from encroachment by incompatible land-uses and the adverse impacts of adjacent activities.

3. Expand and encourage senior citizen housing options through new development or redevelopment.
4. Promote appropriate new townhome and condominium development in select locations within the Village's commercial/mixed-use areas.
5. Seek to provide a variety of housing types that meet the lifestyles and needs of the community by working with property owners and developers.
6. Express the economic importance of the diversity of the Village's housing stock and work to ensure neighborhood stability in all areas of the Village.
7. Encourage new development and infill development which is complementary to the scale and character of surrounding residential uses.
8. Preserve sound existing housing through regular and active code enforcement and preventative maintenance.
9. Promote the improvement and rehabilitation of deteriorating housing properties.
10. Strictly enforce all building, safety, zoning and fire codes to prevent overcrowding, unsafe conditions, and misuse of residential dwellings.
11. Work to keep local financial and lending institutions committed and involved in meeting all housing needs of the Village.
12. Consider the implementation of Neighborhood Watch Programs and encourage efforts to increase community awareness of public safety.
13. Seek funding sources which assist in the maintenance and improvement of housing conditions and meet the diversity of housing needs in the Village.

COMMERCIAL DEVELOPMENT

Goal 1

Achieve a compatible and market supportable system of commercial development that is organized to provide various goods and services within the community and the greater region which Brookfield serves.

Objectives

1. Maintain a range of retail and service commercial activities within the Village.
2. Define and designate more specific functional roles for the various commercial areas within the Village distinguished by local, community, and regional serving developments.
3. Ensure that all retail, office, and service commercial activities are organized by uses and concentrated within or near areas of similar or compatible uses.
4. Promote new commercial development and redevelopment within select locations, primarily along Ogden Avenue, 31st Street, 47th Street and within the Village's pedestrian areas including the Eight Corners area and the Downtown.
5. Initiate programs to encourage the improvement and rehabilitation of older commercial buildings and areas which are, or are becoming, functionally obsolete.
6. Implement regular and active property maintenance and code enforcement in commercial areas of the Village.

Goal 2

Enhance the economic viability and productivity of the Village's arterial street corridors as primary commercial activity areas.

Objectives

1. Promote a healthy and mutually reinforcing mix of commercial, retail, service and multi-family uses along Ogden Avenue and 31st Street.
2. Identify and prioritize economic strategies in conjunction with commercial property owners and managers to ensure economic vitality and stability in all commercial corridor areas.
3. Identify specific actions and strategies to be undertaken which will enhance the economic health of the Village's commercial corridor areas.
4. Encourage coordinated and shared vehicle access wherever possible.
5. Establish and implement consistent code enforcement standards for business areas.

Goal 3

Revitalize the Eight Corners area and the Downtown/Brookfield Metra Station area as the Village's primary mixed-use pedestrian environments.

Objectives

1. Promote a healthy and mutually reinforcing mix of commercial, retail, restaurant, entertainment and multi-family uses within the Eight Corners area and Downtown.
2. Identify and prioritize economic strategies in conjunction with commercial property owners and managers to ensure economic vitality and stability in the pedestrian-oriented commercial shopping areas of the Village.
3. Prioritize appropriate redevelopment that enhances the pedestrian scale and "small town" charm of the Village Center commercial areas.
4. Establish a consistent approach to providing attractive and functionally well

placed pedestrian amenities throughout the Village Center commercial areas.

5. Establish and implement consistent code enforcement standards for business areas.

Goal 4

Develop aesthetically pleasing and functionally well-designed retail and commercial shopping areas.

Objectives

1. Encourage high-quality site development and amenities in commercial areas.
2. Identify potential locations where additional private off-street parking and loading improvements may be appropriate and desirable along the commercial corridors.
3. Encourage the design of new commercial development to facilitate a system of pedestrian access.
4. Establish a program that reasonably and uniformly regulates signage while providing for the identification of Village businesses.
5. Ensure that new development and redevelopment of private property is designed in scale with, and complementary to, existing development.
6. Establish special design and improvement standards for commercial areas, guiding the scale, appearance, orientation, and overall character of new development.
7. Ensure that all new, improved and existing commercial development is effectively screened and buffered from adjacent residential uses.

INDUSTRIAL LAND-USE AREAS

Goal

Maintain and improve the existing light industrial areas in the Village, along 47th Street and between Southview Avenue and the railroad tracks, as quality locations for small-scale light industrial and commercial service uses.

Objectives

1. Improve the appearance of the existing light industrial areas to be more reflective of the Village's overall character and appearance.
2. Minimize the negative impact of industrial activities on neighboring residential areas through the effective use of screening and buffering with landscaping, fencing, or a combination of the two.
3. Encourage the rehabilitation and reuse of functionally obsolete buildings to accommodate more appropriate and market viable uses.
4. Encourage the establishment of new light industrial uses that maximizes use of the local labor force.
5. Ensure that new or expanded industrial development is concentrated in areas of similar or compatible use.
6. Ensure that all new, improved and existing industrial development is effectively screened and buffered from adjacent residential uses.
7. Establish special design and development standards to ensure that new light industrial and commercial service development complements the overall character of the Village.
8. Implement a streetscape improvement program along 47th Street to upgrade the appearance, character, and function of the corridor.

9. Minimize traffic from light industrial areas from cutting through adjacent residential neighborhoods.

TRANSPORTATION

Goal

Provide a balanced transportation system which ensures the safe and efficient movement of vehicles, trains, pedestrians, and cyclists.

Objectives

1. Protect the function of the overall street hierarchy within the community through effective access and land-use controls.
2. Minimize curb cuts on the primary mixed-use corridors to the extent possible and use intersecting side streets for access into properties.
3. Implement traffic management strategies which will minimize the impact of peak traffic flows in the Village.
4. Correct localized traffic operational problems, including placement of stop signs and traffic signals, use of one-way streets and cul-de-sacs, and readability and placement of traffic related signage.
5. Ensure safe design of street intersections, street lighting, and surface conditions in all portions of the Village.
6. Minimize non-local traffic within residential neighborhoods.
7. Ensure adequate resources for maintenance of streets, alleys and public rights-of-way in the Village.
8. Explore improved/expanded parking for the Village's Metra stations and generally improve the overall environment for commuters.
9. Work with Metra and the BNSF in future planning of the Congress Park Station area to evaluate and discuss the costs

associated with improving, closing, or moving the station.

10. Explore the possibility of establishing a municipal shuttle/trolley to provide service between the Zoo, Village shopping areas, and the Metra stations.
11. Work with Pace to further improve bus/shuttle service throughout the community, either through expanded Pace bus service or the addition of new shuttle/van service.
12. Work with Metra and the BNSF to explore options for commuter parking opportunities and future improvements to the Brookfield and Hollywood Stations.

COMMUNITY FACILITIES & SERVICES

Goal

Ensure the provision of high-quality public services, including municipal, educational and library facilities, for all residents of the Village of Brookfield.

Objectives

1. Ensure an adequate level of fire and police protection throughout the Village.
2. Generate interest in, and communicate the value of, improving the public school system in the Village.
3. Cooperate with and facilitate communication between the Village and public school representatives.
4. Improve and expand specialized facilities and services for senior citizens and youths.
5. Maintain adequate sites for the library, public works, and other Village facilities relocating facilities when necessary.
6. Provide the proper mix of governmental and community facilities in appropriate locations.

7. Improve coordination and communication between the Village, Brookfield Zoo, and Forest Preserve to maximize the mutually beneficial assets these institutions can provide each other and the residents of Brookfield.

PARKS, OPEN SPACE & ENVIRONMENTAL AREAS

Goal

Provide an adequate park and open space system which satisfies the recreational, social, leisure-time, and environmental protection needs of Brookfield residents.

Objectives

1. Maintain/support a local public park system that maximizes recreational opportunities available within the community.
2. Identify locations for additional tot lots and smaller parks in some of the underserved residential areas of the Village.
3. Ensure adequate resources for and maintenance of Village parks and recreational facilities.
4. Ensure that existing and future parks and open space are designed to maximize their utility and usefulness to residents in terms of meeting the demand for programmable recreation space, athletic facilities, and other desirable amenities.
5. Explore the possibility of establishing a Brookfield Park District to maintain and operate parks, open space and recreational programs in the Village.
6. Monitor local community needs and perceptions and develop new recreational facilities and services which respond to specific desires of Village residents.
7. Promote continued cooperation between the Village and school districts in the provision of recreational services.

8. Protect and enhance environmentally sensitive areas within the Village, including the Salt Creek corridor and Cook County Forest Preserve.
9. Improve the bicycle/pedestrian trail system throughout the Village and seek to provide more linkages and better access to the Forest Preserve and other area destinations.

INTERGOVERNMENTAL AND ORGANIZATIONAL COOPERATION

Goal

Encourage the coordination and cooperation among federal, state, and local agencies and organizations potentially having interest in Brookfield to ensure the greatest level of efficiency and effectiveness in the provision of municipal services.

Objectives

1. Coordinate with surrounding communities, and county and regional agencies, to ensure continuity and consistency of overall community planning and development activities.
2. Establish meaningful lines of communication with those agencies and organizations that can assist the Village in meeting its overall planning objectives, and work to secure participation of these agencies and organizations in realizing mutual objectives.
3. Continue to seek cooperative working relationships with adjoining communities in the financing of local community facilities and services.
4. Continue to seek grants, loans, and other sources of intergovernmental funding transfers.
5. Work cooperatively with adjoining communities regarding mutual concerns and needs in improving the overall

appearance and economic health of the Village's major street corridors.

6. Continue to encourage communication and collaboration among service providers to provide the most efficient and cost effective services possible.
7. Establish improved relationships with the Forest Preserve to maximize these resources as vital community assets.
8. Establish an improved relationship with Brookfield Zoo and continue to explore opportunities for cross-marketing, community support, and coordination of other activities.
9. Establish a relationship with the Village of McCook to ensure coordination of development and traffic related issues along 47th Street.

FISCAL AND ECONOMIC DEVELOPMENT

Goal

Achieve economic prosperity by maintaining and enhancing the diversity of new retail, personal service, commercial service, office, and light industrial uses.

Objectives

1. Coordinate planning and economic development activities in a manner which provides regular opportunities for contact between business and development interests within the Village.
2. Seek opportunities for new employment growth through the retention and expansion of existing Brookfield employers.
3. Ensure that new development pays its fair share of public facilities and service costs which are attributable to the demand for additional facilities or services as a result of new development.
4. Institute budgeting processes and procedures that provide necessary

revenues for current periods, while allowing financial reserves for the future.

5. Continue to provide resources for maintenance of the Village's physical facilities.
6. Establish marketing strategies to retain and attract businesses and developers along the commercial corridors and Village center commercial areas and to enhance the Village's business image.
7. Promote locally based marketing programs to boost local investment and awareness between the residential and business community.

PROGRAM ADMINISTRATION

Goal

Implement, monitor, and update the 2020 Master Plan.

Objectives

1. Make available existing and/or new financial resources to implement the 2020 Master Plan.
2. Establish a process for the regular review and update of the Village's Zoning Ordinance to appropriately meet the changing needs of the community.
3. In the 2020 Master Plan review and amendment process, the Village should consider any input and involvement of the Village Board, Plan Commission, various Village committees, local organizations, and individuals.
4. Identify and engage agencies and organizations willing to share in the responsibility for active implementation of the Plan.

SECTION 6:

COMMUNITY-WIDE PLANS

This section presents the *Community-Wide Plans* for the *Brookfield 2020 Master Plan*. *Community-Wide Plans* are those plans that cover all areas of the community and lay the foundation for more detailed planning recommendations found within the Plan.

The *Community-Wide Plans* are built on the foundation of understanding and community priorities documented within the *Community Outreach*, *Community Vision*, and *Goals & Objectives* sections of this Plan.

Section 6 contains the following components:

- **Land-Use Plan.** This part provides a brief overview of existing land-use within Brookfield, and presents long-range policies and recommendations for high-quality and compatible new residential, commercial, business and public development, as well as the protection and enhancement of open spaces and environmental resources within the community.
- **Transportation Plan.** This part establishes the basis for a long-range system of roadways, trails, and transit that efficiently supports existing and future development.
- **Community Facilities Plan.** This part is intended to assist the Village in ensuring that high-quality community facilities and services are available to local residents and businesses in the future, including schools, fire and police protection, libraries, administrative facilities and meeting spaces, public utilities, and other public and semi-public uses. This section also intends to help the Village maintain and preserve key environmental and open space features, enhance the character of the area, and provide for a more complete

range of park and recreational areas to serve the community.

Later sections of the Plan build on these Community-Wide Plans and establish more detailed recommendations for specific subareas that have been identified by the community as areas most in need of improvement, and as areas that are most likely to change in the years to come.

LAND-USE PLAN

The *Land-Use Plan* builds upon the existing land-use and development patterns in Brookfield, as illustrated in Figure 1 (*Existing Land-Use*). It strives to promote a compatible arrangement of uses which continue to make efficient use of land resources and community facilities and services. The *Land-Use Plan* (Figure 2) also emphasizes an approach that encourages continued protection of the Village's residential areas and improving the overall quality of life within the community. Community facilities and institutional uses are an important component of the Village's character and play an important role in the overall *Land-Use Plan*. A description of the *Land-Use Plan* is provided below and illustrated in Figure 1 at the end of this section.

Land-Use Classification

A new land-use classification system has been developed to help organize and arrange future land-use areas in the Village. A land-use classification system is necessary to accurately reflect the Village's intentions for the type, intensity, and location of future land-uses within the *2020 Master Plan*.

A land-use classification system is an important part of the *2020 Master Plan*. It defines the different types of land-use areas that will be mapped as part of the *2020 Master Plan's Land-Use Plan Map*. Each of these areas is described in terms of its future function and may not necessarily translate to existing zoning ordinance districts. In fact, some of the classifications indicated below may not be currently represented in the Village's zoning scheme.

The land-uses identified in this section and illustrated in the *Land Use Plan* (Figure 2) include:

- Single-Family Residential
- Attached Single-Family
- Multi-Family Residential

- Village Center Commercial
- Corridor Commercial
- Light Industrial
- Public/Semi-Public
- Park/Open Space
- Brookfield Zoo

Residential

Within the residential land-use classification there are three categories of residential land-use: single-family residential, attached single-family, and multi-family residential.

Single-Family Residential - a residential area occupied predominantly by detached single-family residential dwellings.

Brookfield is primarily a residential community, consisting of older, well established neighborhoods, comprised of varied architectural styles and appearance. Much of the Village's appeal and image is attributable to the unique character of its neighborhoods, and these distinguishing features should be preserved and enhanced. Single-family residential areas comprise the single largest land-use in the Village of Brookfield.

Because the community is essentially built-out, little opportunity exists for the development of new single-family residential homes, except in the case of a replacing an existing residential structure. Whenever appropriate opportunities present themselves, such as when another use vacates a site, new single-family residential development should be considered.

Although the *Land-Use Plan* generally reflects the existing land-use pattern, some parcels have been identified for single-family residential in the future that are now used for multi-family residential uses. To protect the character of single-family neighborhoods, multi-family uses located within single family areas in isolation from other multi-family uses have been designated for single-family in the *Land-Use Plan*.

Some areas within the neighborhoods are beginning to experience new construction and the “teardowns” of some of the smaller, “obsolete” older homes. The *Plan* recognizes the value and importance of Brookfield’s existing housing stock in terms of image, character, and stability. While the replacement of some older/obsolete homes can be considered desirable, the Village should continue to monitor the situation, to ensure that changes are sensitive to and reflective of existing neighborhood character.

Attached Single-Family - a residential area consisting of townhomes or duplexes.

There are several attached single-family areas scattered throughout the community, many in predominantly single-family neighborhoods. The *Community Wide Land-Use Plan* does not designate new areas of Attached Single-Family, however, the *Pedestrian/TOD Subarea Plans*, located in a following section, does.

Multi-Family Residential – a residential area occupied by multi-family dwellings: 3-flats, 6-flats, condominiums and apartments.

Throughout the Village, several areas of multi-family residential exist. The majority of multi-family residential uses are located south of Congress Park Avenue. The multi-family dwellings offer a range of housing options for Village residents, and accommodate individual dwelling needs at different stages of their lives.

The range of multi-family residential units in Brookfield ranges from affordable older units to more recently constructed developments offering units with very high values and more spacious floor plans and garage space. A strong market for upscale multi-family residential dwellings in Brookfield has created a desirable environment for quality infill developments.

The *Land-Use Plan* designates several areas for multi-family, most of which reflect existing residential uses. Newly designated multi-family land-uses generally consist of single-family uses located within

concentrated areas of multi-family uses. These single family areas that are isolated from other single-family areas have been designated multi-family in the *Land-Use Plan*.

New multi-family developments should be held to high standards for quality construction and building materials, architecture and appearance, and are required to provide adequate parking for residents and guests. Older multi-family developments often suffer from a lack of sufficient off-street parking and lack the amenities and market competitiveness that new developments can provide.

New multi-family residential developments should reflect the overall character of the community. Older developments should be improved with additional parking where appropriate and maintained and improved as needed. The replacement of older/obsolete units with new developments providing quality living environments and sufficient parking is encouraged.

Commercial

Within the commercially designated areas of the Village, different intensities of commercial activity exist. With the exception of only a few properties, the commercial areas of the Village are located along the major commercial corridors, including 31st Street and Ogden Avenue, the Eight Corners Area, and Downtown Brookfield. Detailed Subarea plans for these areas are presented in a later section of this *Plan* (*Section 8 – Pedestrian/TOD Subarea Plans*).

Successful commercial uses are vitally important to the Village. Property tax and sales tax revenue from commercial activities contribute significantly to the Village’s, and other agencies’ ability to provide quality services, facilities, and programs to residents. The Subarea plans reinforce the commercial role of the Village’s primary shopping areas and corridors and strive to provide an environment respectful of the Village’s character and responsive to its needs for viable commercial development.

Village Center Commercial is a commercial/mixed-use area which is pedestrian oriented and provides products and services to meet daily living needs, as well as comparison shopping goods. Ground floor uses are primarily retail, restaurant, and personal service, with office and residential uses located on the upper floors. Although a pedestrian environment, the area is easily accessible by car and has sufficient off-street parking. The Eight Corners area, Downtown Brookfield, and areas near the Hollywood Station have a Village Center Commercial component. A small area of Village Center Commercial can also be found east of the Eight Corners area, on Monroe Avenue. Village Center Commercial uses are presented in greater detail in *Section 8 (TOD/Pedestrian Area Subarea Plans)*.

Corridor Commercial is unique to the Ogden Avenue and 31st Street Corridors. Corridor commercial consist of areas that provide a wide range of commercial and retail products, offices, and services on a community-wide scale, including larger planned shopping and service locations. A more detailed overview of commercial areas along Ogden Avenue, 31st Street and 47th Street are presented in the next section of this *Plan (Section 7 – Corridor Subarea Plans)*.

Industrial

Light Industrial – an area containing light industrial business including body shops, distribution, low intensity manufacturing, warehousing, commercial service and machine shops.

Light industrial uses in the Village of Brookfield are located along 47th Street and at Southview Avenue adjacent to the Burlington-Northern/Santa Fe railway tracks. While no new industrial uses are identified within the *Land-Use Plan*, the Village should place a priority on retaining and improving existing light industrial uses.

Currently, residential uses in Brookfield are poorly screened and buffered from unsightly light industrial uses. Existing light industrial uses should be improved to be more

aesthetically pleasing and should be buffered and screened to protect adjacent uses. Industrial uses and residential screening is discussed in greater detail in the *47th Street Corridor Plan* found in *Section 7*.

Community Facilities

Community facilities are an important component of the *Land-Use Plan* and a defining part of Brookfield’s overall appeal and community character. Community facilities are covered in detail later in this section.

Identified below are the land-use classifications for community facilities as identified on the *Land-Use Plan*.

Public/Semi-Public - an area containing community facilities, public/municipal buildings, churches, and utility areas.

School – an area designated for a public or private school, including elementary, middle school, high-school and associated buildings, uses, and play areas.

Park/Open Space - an area intended to be maintained as a park, Cook County Forest Preserve, recreation site or open space.

Brookfield Zoo – properties owned and maintained by the Brookfield Zoological Society (Brookfield Zoo).

Figure 1: Existing Land-Use

The Village of Brookfield includes a diverse mix of residential, commercial, industrial, educational, open space, and public uses. Figure 1 illustrates existing land-use based on field surveys undertaken by the Consultant in the Fall of 2003. The existing land-use pattern is an important consideration in assessing further improvement and development potentials within the Village.

Land-Use Legend













-  Single-Family Residential
-  Attached Single-Family
-  Multi-Family Residential
-  Commercial Service
-  Commercial Retail
-  Office
-  Light Industrial
-  Schools
-  Public/Semi-Public
-  Utility
-  Parks/Open Space
-  Brookfield Zoo
-  Vacant Land/Building
-  Parking
-  Metra Station

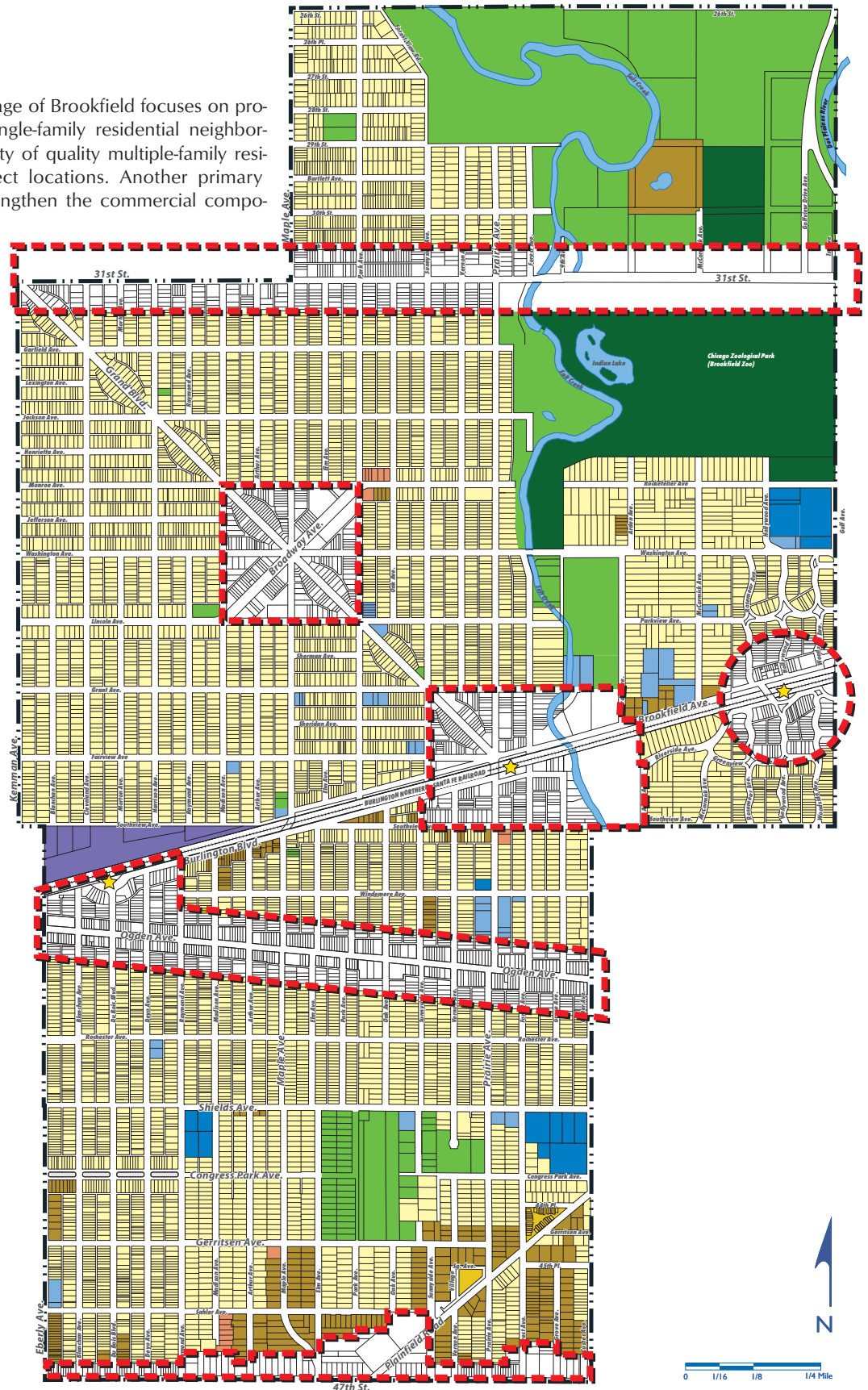


Figure 2: Land-Use Plan

The Land-Use Plan for the Village of Brookfield focuses on protecting and enhancing the single-family residential neighborhoods while providing a variety of quality multiple-family residential developments at select locations. Another primary purpose of the Plan is to strengthen the commercial components along the major corridors and identify areas of possible commercial expansion. The Plan also seeks to revitalize the Village's mixed-use pedestrian areas as attractive places for shopping, dining, living, recreation, and entertainment. In general, the light industrial areas remain and are improved and better buffered from adjacent residential uses.

Land-Use Legend

-  Single-Family Residential
-  Attached Single-Family
-  Multi-Family Residential
-  Village Center Commercial
-  Corridor Commercial
-  Light Industrial
-  Schools
-  Public/Semi-Public
-  Parks/Open Space
-  Brookfield Zoo
-  Area to be studied in separate Sub-area Plan
-  Metra Station



COMMUNITY FACILITIES PLAN

The Village of Brookfield is served by a system of community facilities that provides efficient delivery of public services and enhances the community as a desirable place in which to live and do business. High quality schools, parks, recreation, open space, municipal services, and other private organizations all contribute to the Village's quality of life. Figure 3, located at the end of this section, illustrates community facilities within the Village.

Provided in this section is an overview of the community facilities within the Village and an assessment of each facility's existing condition and future needs. Understanding that the Village does not have jurisdiction or control over a majority of the community facilities within its municipal limits, but by identifying and understanding the needs of each community facility, the Village is better able to gauge its role in working with the different service providers to improve the overall level of service to Brookfield residents.

Schools & Educational Facilities

Education in Brookfield is provided at a variety of levels by a number of both public and private agencies. The quality school districts serving Brookfield add to the overall quality of life in the Village and is a major contributor to the Village's desirability as a place to live and raise a family.

The Village should support the continued operation and improvement of these facilities, provided they do not negatively impact residential neighborhoods, and cooperate with the various organizations to maintain high-quality school sites and facilities.

S.E. Gross Middle School, Illinois School District 95

School District 95 is one of several school districts that serve residents in the Village of Brookfield. District 95 serves LaGrange Park and Brookfield with 2 schools: Brook Park

(Grades K through 4), located in LaGrange Park; and, S.E. Gross Middle School (Grades 5-8) located in Brookfield.

S.E. Gross Middle School is within the Eight Corners area which is presented in greater detail in *Section 8 – Pedestrian/TOD Subarea Plans*.

Hollywood School, Riverside Public Schools, Illinois School District 96

Hollywood School is a K-5 elementary school located in Brookfield, adjacent to Riverside-Brookfield High School.

Hollywood School serves the Hollywood neighborhood, which is comprised of parts of the Villages of Brookfield, Riverside, and Lyons. Students who attend Hollywood School move on to Hauser Junior High School (Grades 6 through 8), located in Riverside.

Hollywood School's facilities are sufficient for the current population size and service area. Ongoing maintenance is planned, however there are no plans for major improvements or new construction.

Congress Park School, Illinois School District 102

Elementary School District 102 services parts of Brookfield, LaGrange, and LaGrange Park. Congress Park School, located on Shields Avenue is District 102's only school within the Brookfield Community. Once attendees of Congress Park School reach junior high school, they attend Park Junior High School, located in LaGrange Park. High school students within School District #102 attend Lyons Township High School.

Congress Park School is not near its capacity (500-550 students). Although this year's enrollment increased 8.8%, the 400 students are well below the Congress Park School's capacity. The school anticipates primarily a stable enrollment. They do not foresee the need for any new school sites.

Narrow streets and lack of parking have been identified as issues affecting the operation of Congress Park School. Implementation of temporary peak-time one-way streets at Madison and Raymond

could alleviate some of the operational issues.

Lincoln Elementary School, Illinois District 103

Elementary School District 103 serves residents of Lyons Township with five elementary schools and one middle school. Lincoln Elementary School is the only District 103 school located in Brookfield. The School District is uncertain about the future of Lincoln School. On January 5, 2004, the District 103 Board of Education voted on a budget plan that required the closing of two or three schools (out of five) if additional funding was not found. Which schools that may close have not been identified as of yet.

The Lincoln Elementary School facility could be used for other public uses, including a community center or private school. If the site is targeted for redevelopment, high-quality single-family homes should be built on the site.

Riverside Brookfield High School and Lyons Township High School

Public high school students may attend either Riverside Brookfield High School, located at 160 Ridgewood Road in Riverside or Lyons Township High School. Lyons Township High School has two campuses about a mile apart. Juniors and seniors attend the North Campus in LaGrange at 100 S. Brainard. Freshman and sophomores attend the South Campus in Willow Springs at 4900 S. Willow Springs Road.

Private/Parochial Schools

In addition to the number of public schools in the area, Brookfield students may attend one of several local private schools:

- St. Barbara Catholic School is located in Brookfield, at the intersection of Prairie Avenue and Windemere Avenue.
- Immaculate Heart of Mary Catholic High School is located at 10900 Cermak Road in Westchester and serves grades 9-12.

- Nazareth Catholic Academy serves grades K-12 and is located at 1209 West Ogden Avenue in LaGrange Park.
- St. Joseph Catholic Academy is located at 1840 Mayfair Avenue in Westchester and serves grades 9-12.
- St. Louise Demarillac School is located at 1125 Harrison Avenue in La Grange Park, and serves pre-kindergarten through 8th grade.

Parks, Recreation and Open Space

Brookfield's park, recreation, and open space needs are served by the Recreation Department of the Village of Brookfield, Cook County Forest Preserve District, and the Brookfield Zoo.

Recreation Department

The primary function of the Brookfield Recreation Department is to provide recreation and leisure opportunities to the residents of Brookfield. They provide programs for children, teens, and adults; provide input to help with the development of the park properties in the village; coordinate the use of various sport fields in the Village; plan, coordinate, assist and lead various aspects of the special events in the Village (Easter Bunny Hunt, Concerts in the Park, Fourth of July Festivities, Brookfest, Fall Festival, Santa Calls, Holiday Celebration, and other Village memorials, vigils, etc.).

Present facilities utilized for recreation include the 9 Village park sites, the recreation hall and conference room (located in the Brookfield Municipal Building), the Water Tower Building, Recreation House, Faith Lutheran Church, SE Gross Middle School, Hollywood School, Riverside Brookfield High School, and Lincoln School. The Recreation Department also co-ops programs that are provided at: LaGrange Park, Lyons, North Riverside, and Riverside.

In terms of parks and open space, the Village has nine park sites that total 51.53 acres:

- Candy Cane Park
- Harrison Tot-Lot
- Madlyn Park
- Kiwanis Park
- Maple Park North
- Creekside Park
- Maple Park South
- Madison Avenue Tot-Lot
- Jaycee/Ehlert Park

According to Village staff, the current parks and recreation system is not adequate for the number of residents in town. The facilities that seem to be most desired by residents are a community center with indoor athletic areas, a swimming pool, a senior center, a teen center, and a skate park. The park master plan does follow the recommendations of the National Park & Recreation Association, which is 10.0 total acres per 1000 residents. Brookfield's population at the last census was 19,085, which brings them below the average, a calculated need of 191 acres.

Brookfield's most important park and recreational priorities include: new indoor recreational facilities, upgrading of existing park spaces in town, improvement of land-used for sport activities such as baseball, soccer and general play, increasing maintenance staff whose primary responsibility are the parks and open spaces and additional full-time staff to help with the establishment and implementation of new programs.

To meet some of the open space needs of the community, the Village has negotiated the purchase of almost 5 acres of land with School District #103. The Village should continue to seek opportunities for the acquisition and development of parks and recreation amenities within the Village.

Cook County Forest Preserve District

The Cook County Forest Preserve lands are notable community assets and add to the

overall character of the Village. The Forest Preserve District's mission is to acquire and hold lands containing one or more natural forests, for the purpose of protecting and preserving the flora, fauna, and scenic beauties.

The Forest Preserve District has a large preserve located within the Village, along Salt Creek. The Brookfield Woods Preserve is located on both sides of Salt Creek throughout most of the community.

The Village should continue to cooperate and support the Forest Preserve District's mission and encourage the continued maintenance and improvement of its facilities, including the existing and planned bicycle paths and trails.

Public/Semi Public Facilities

In addition to schools, parks and open space, other public and semi-public facilities provide important services to the residents of a community and also add to the overall quality of life. These facilities include the Brookfield Public Library, the Village Hall, Brookfield Police Department, the Brookfield Fire Department, and various religious institutions. The Village should maintain and improve their municipal facilities, provided they do not negatively impact residential neighborhoods, and encourage the same for the religious institutions and other public and semi-public organizations.

Brookfield Public Library

The Brookfield Free Public Library started in 1913 on its present site at the intersection of Grand Boulevard and Lincoln Avenue. The original building was built with funding from Andrew Carnegie. That building was razed in 1986 and replaced with the current structure. The interior was remodeled in 1999. The library provides standard library services: circulation (lending), reference, educational and entertaining cultural programs, and Internet access. The library provides additional services such as a notary public, voter registration, display cases and

meeting rooms. They also have an outreach service to the British Home.

The library facilities are generally good. There are signs of aging, particularly the foundation. Parking can be limited at times, and the current facility lacks quiet study rooms. A need has also been expressed by the Library for an auditorium to hold larger crowds for expanded programs, and additional storage space for the audiovisual collection.

The current building will be outgrown in 10 to 15 years. There are plans to reallocate furniture and shelving in the public service areas to address some of the space limitation. In addition to the main library, a smaller satellite library may be needed on the southern end of the Village, assuming the main library remains at its current north side location.

The Village should accommodate the needs of the library, provided they are reasonable and that future expansion of existing or new facilities are compatible with adjacent uses.

Village Hall

The Brookfield Village Hall is located on Brookfield Avenue, east of Prairie Avenue. The facility houses offices of the Village Administration, Public Works, Recreation, Building, and Police Departments. Many of the Departments within the facility have expressed a need for larger office space, however, there are no expansion plans for the facility. The Village should continue to explore redevelopment opportunities to provide additional space/offices for proper administration of the Village's critical services.

Brookfield Police Department

The Brookfield Police Department is the sole law enforcement agency within the Village limits, and, at times, they do request assistance from surrounding towns for extraordinary circumstances. The Police Department currently has adequate staff to serve the community. There are however, staffing shortfalls within specialized units, such as TAC-Unit, K-9 unit, and gang crimes unit.

The Police Department operates nine marked squad cars and four unmarked cars, all between one to five years old, and all in good working condition. All police operations are handled out of their main facility, which is centrally located within the Village Hall.

In terms of building size, the Police Department has expressed a need for additional space, however there are no plans to expand the police facilities. The Village should accommodate any expansion plans of the Police Department.

Brookfield Fire Department

The Brookfield Fire Department recently added new employees. The department owns and operates two front line pumpers, one aerial, two ALS ambulances, one reserve engine, two utility vehicles and one administration car. Current levels of equipment are adequate and future plans involve replacement of equipment due to age.

There are two fire stations in Brookfield. One is at 9001 Shields Avenue; the other is at 9248 Broadway Avenue. The size of both stations is satisfactory. The station on Shields Avenue is in excellent condition. The Broadway Avenue station needs more storage space and needs new windows, the parking lot repaved, and apparatus room and floor painted. There are no areas in the Village that would be difficult for the fire department to serve, if development or redevelopment took place. The water supply and distribution systems are adequate. The current fire insurance rating is Class 4, which is comparable to surrounding communities.

Religious and Other Institutions

There are numerous religious institutions within the Village of Brookfield. These institutions add to the overall sense of community and are often considered an important component of any community. The Village should accommodate the improvement and expansion of these facilities, provided they do not negatively impact residential neighborhoods.

Figure 3: Community Facilities

Community Facilities provide important services to the residents of a community, and add to the overall quality of life. These include schools, transit facilities, and municipal buildings. Community facilities in Brookfield are presented in Figure 3.

Land-Use Legend

- School
- Village Owned
- Other Public
- Brookfield Zoo
- Religious Institution

Key to Features

1. Hollywood School
2. Riverside Brookfield High School Athletic Fields
3. Gross Middle School
4. St. Barbara School
5. Lincoln Elementary School
6. Congress Park School
7. Brookfield Fire Department (North Station)
8. Brookfield Library
9. Hollywood House
10. Brookfield Village Hall
11. Historical Society
12. Brookfield North Riverside Water Commission
13. Brookfield Fire Department (South Station)
14. Brookfield Public Works
15. Brookfield Zoo
16. First Congregational Church
17. Seventh Day Adventist
18. Brookfield United Methodist
19. First Presbyterian Church
20. Holy Covenant Metropolitan Community Church
21. St. Paul's Evangelical Church
22. Church of Christ
23. Faith Lutheran Church
24. Brookfield Baptist Church
25. Jehovah Witness Kingdom Hall
26. New Life Baptist Church
27. St. Barbara Church
28. Community Church of Brookfield
29. Brookfield Community Church of Nazarene
30. Congress Park Metra Stop
31. Brookfield Metra Stop
32. Hollywood Metra Stop



TRANSPORTATION PLAN

The Village of Brookfield should be served by a balanced transportation system that provides for safe and efficient movement of vehicles, bicycles and pedestrians, reinforces surrounding development patterns, and enhances regional transportation facilities. Figure 4, located at the end of this section, highlights the Transportation Plan that builds on the existing transportation network and conditions within the Brookfield community.

Streets

Streets are classified according to their design, traffic volume, and function. Streets in Brookfield are classified as Major Arterials, Minor Arterials, Collectors and Local Streets. Streets in Brookfield should direct traffic in a safe and efficient manner to the street classification that is designed to accommodate such traffic.

Major Arterials

Ogden Avenue is the only major arterial street in Brookfield. Ogden Avenue should continue to function as a major arterial road. No new arterial streets are needed within the Village and none are proposed in the Transportation Plan.

Arterial streets are wider, faster, and have limited access points along their length. They also primarily carry thru-traffic whose origin and destination are outside of Brookfield. Commercial and non-local traffic should be directed to, and remain on, major arterial roads.

Ogden Avenue is an important regional road and within the Village of Brookfield. Many businesses rely on heavy traffic and visibility to their businesses. Consequently, Ogden Avenue is studied in greater detail in the next section of this *Plan* (*Section 7 – Corridor Subarea Plans*).

Minor Arterial Streets

31st Street, Kenman Avenue and 47th Street are minor arterial streets in Brookfield. Minor arterial streets function like major arterials, although they are not as fast and

can permit on-street parking during non-peak times. Minor arterial roads can also accommodate thru traffic and commercial traffic, although typically at lesser volumes and speeds than major arterials.

There are no new minor arterial streets proposed as part of the Transportation Plan. The Village should limit access points onto minor arterial streets to improve safety and traffic flow.

31st Street and 47th Street are studied in greater detail in the next section of this *Plan* (*Section 7 – Corridor Subarea Plans*).

Collector Streets

Collector streets are streets that collect traffic from local streets, and move the traffic toward arterial streets for efficient flow. Collector streets are intended to serve the local population, providing local streets with efficient access to arterial streets. Collector streets in Brookfield include Grand Boulevard, Washington Avenue, Maple Avenue, Prairie Avenue, Eberly Avenue, Brookfield Avenue, Burlington Avenue, Shields Avenue and Plainfield Road. No new collectors are proposed under the transportation plan.

Local Streets

All other streets within the Village are considered local or residential streets. Their purpose is to provide a means of access between a property and a collector or arterial street. Local streets are not designed to accommodate high volumes of traffic or traffic traveling at high speeds. Non-local motorists can create problems in neighborhoods along local streets and create concerns for safety. Local streets are not designed to accommodate high volumes of traffic. Consequently, local streets should be protected from high traffic volumes. Non-local, “cut-through” and commercial traffic on local streets should be minimized and the residential areas should be protected.

Rail

Each day, approximately 150 trains pass through Brookfield, along the triple-tracked Burlington-Northern Santa-Fe railroad.

Approximately 110 of those trains are Metra commuter trains and the remainder are freight trains. The existing rail infrastructure and its use is an established part of the Brookfield community. The community should continue to work cooperatively to address issues related to the rail corridor and its use.

Metra Service

Metra is the commuter rail service division of the Regional Transportation Authority (RTA). Metra service is provided between Aurora and Downtown Chicago via the BNSF railroad. Metra and the BNSF have a purchase of service agreement allowing Metra commuter rail service to operate within the BNSF right-of-way. The Village of Brookfield has three Metra Stations: Congress Park, Brookfield, and Hollywood. A depot is provided at the Brookfield Station and only warming shelters are provided at Hollywood and Congress Park Stations. Although the trains provide service to communities both east and west along the BNSF line, data gathered by Metra supports the popular opinion that the Metra service in Brookfield is used primarily for commuting to and from downtown Chicago. Approximately 93% of Metra trips that begin at one of the Brookfield area stations are traveling eastbound towards downtown Chicago and approximately 95% of trips ending at a Brookfield area station also originate from the east. A summary of Metra data for each station within the Village of Brookfield is presented below.

Congress Park Station

The Congress Park Station is located one-half mile west of Maple Avenue at the intersection of Burlington and Dubois Avenues. According to figures collected by Metra in Fall 2002, the Congress Park Station on an average weekday boards 118 passengers, all traveling eastbound. (The average Metra station has 645 daily boardings.) This accounts for only 14% of total weekday passengers boarding inbound trains at the three stations within Brookfield. Only 8% of passengers exiting outbound trains at the three Brookfield stations get off at the Congress Park station. The low

ridership numbers at this station may be attributable to the station's visibility, limited parking supply and payment for those spaces requiring a monthly/quarterly permit.

There are two paved surface lots for commuters at the Congress Park Metra station, providing 27 parking spaces. All parking spaces at this station are by permit only. No daily parking is available.

According to Metra, the estimated usage of the parking areas at Congress Park is 100%. A destination survey indicated that 94% of the riders at Congress Park walk to the station.

Brookfield Station

The Brookfield Station is the busiest of the three Metra stations within the Village. The Brookfield Station is located east of the intersection of Prairie and Burlington Avenues. Metra Fall 2002 figures report that 603 passengers board inbound weekday trains at the Brookfield Station, accounting for 72% of all inbound riders from the three Brookfield Stations. In addition, 57 riders board weekday westbound trains. Almost 80% of passengers exiting outbound trains at the stations within Brookfield get off at the Brookfield Station. An origin-destination survey indicated that 43% of the riders at the Brookfield Station walk to the station, 34% drive alone, 14% are dropped-off, and 8% carpool. Only 1% of the riders used bus service to access the Brookfield Station.

There are five paved surface lots for commuters at the Brookfield Metra Station, providing 243 parking spaces. Four of the five parking areas are by permit only. Seventy spaces at the Village Hall, including four handicap spaces, are available on a daily basis for \$1/day. According to Metra, the estimated usage of the parking areas at the Brookfield Metra Station is 90.1%

Hollywood Station

The Hollywood Station, or "Zoo Stop", is located at Golf Road and Hollywood Avenue. An average of 119 passengers board inbound trains at this station and accounts for 14% of total weekday passengers boarding inbound trains at

stations located within the Village. Only 11% of passengers exiting outbound trains stopping at stations within Brookfield get off at the Hollywood Station. The low ridership numbers at this station may be attributable to the limited parking spaces available at this station, payment for those spaces requiring a monthly/quarterly permit, and the lack of major roadway access to the station.

It should be noted however, that the numbers presented above were collected in the Fall of 2002, and not during the summer, the Brookfield Zoo's busiest season. These numbers provide an accurate assessment of commuters, but are not representative of riders using Metra service in the summer months to visit the Brookfield Zoo.

There are two paved surface lots for commuters at the Hollywood Metra Station, providing fifty parking spaces. All parking spaces at this stop are by permit only. No daily parking is available. According to Metra, the estimated usage of the parking areas at Hollywood is 100%. A destination survey indicated that 62% of the riders at the Hollywood station walk to the station, 32% drive alone, and 5% are dropped off.

More detailed study of these Metra stations are contained in *Section 7* and *Section 8* of this *Plan*.

STAR Line – Midway Airport Extension (ICS)

In April 1999, Metra completed the Phase I Inner Circumferential Commuter Rail Feasibility Study (ICS). The Study examined the potential of utilizing north-south freight routes for shared commuter use offering connections with five of Metra's existing lines and providing service from O'Hare and Midway Airports. Current Metra service lines radiate from the City of Chicago. The proposed service would run north-south approximately 15 miles west of downtown Chicago, along a 22-mile route primarily using the Indian Harbor Belt Railroad (IHB) and the Belt Railway Company of Chicago (BRC) adjacent to Brookfield's western boundary. The ICS has since been identified in the CATS 2030 Transportation Plan as a potential extension of the STAR Line.

The existing Congress Park Station is located 2,000 feet east of the IHB. The Phase I Feasibility Report identified a potential ICS Brookfield Station site as a potential transfer station with a relocated Congress Park BNSF Station. It was noted that there appeared to be sufficient land available to relocate the BNSF station to the west and consolidate it with a transfer station for the ICS. Metra is currently undertaking a Phase II Feasibility Study, which will identify potential travel markets, forecast ridership, research transfer station issues and determine the physical and operational issues that will need to be studied further. The North Central Council of Mayors and the West Central Municipal Conference undertook and completed in April of 2003 an ICS Land Use and Community Planning Study that shows potential land use surrounding each of the proposed station locations.

The Village should continue to work with Metra and the surrounding communities on this future extension.

Pace Bus Service

Pace is the suburban bus division of the Regional Transportation Authority (RTA). Pace was created by reform legislation in late 1983, and began operating throughout Chicago's six-county suburbs in mid-1984. There are three Pace bus routes that serve the Brookfield community: Route 302 - Ogden / Stanley; Route 304 - Cicero - LaGrange; and Route 331 - Cumberland - 5th Avenue.

The Village should continue to promote the convenience of using the Pace bus service to travel within Brookfield and between the Village and other nearby communities and destinations. The Village should also work with local institutions that are currently serviced by Pace to review their current level of service and provide any feedback to Pace that might be used to improve ridership services.

Route 302 - Ogden/Stanley

Route 302 provides service between Cermak/Cicero in Cicero and LaGrange/Hillgrove in LaGrange, and

MacNeal Hospital. Within the Brookfield community, the bus route travels through the community along Ogden Avenue, and passes near the Congress Park Metra Station.

Route 304 - Cicero – LaGrange

Route 304 Provides service between the 54th Avenue CTA Blue Line Station Terminal and LaGrange/Hillgrove in LaGrange. Within the Brookfield community, the bus route travels east and west through the community along Washington Avenue. The bus route provides service directly to Riverside Brookfield High School and passes near the Brookfield Zoo. The route also serves the North Riverside Park Mall.

Route 331 - Cumberland – 5th Avenue

Route 331 provides service between the Cumberland CTA Station in Chicago and the Brookfield Village Hall. This Pace bus route serves most of the community providing access to the Brookfield Zoo, the Brookfield Station Metra Station, and the Brookfield Village Hall. Route 331 travels through Brookfield along 31st Street, Maple Avenue, Prairie Avenue and Ogden Avenue. This route also provides Brookfield residents with bus service to Triton College, Hines and Loyola Hospitals and the Cumberland CTA Station.

Walk to Zoo Route

The Walk to Zoo Route is a delineated walking route directing Metra riders between the Hollywood Station and the Brookfield Zoo. The total walking distance is about ½-mile, or a 12-minute walk. The Village should work with the Zoo to improve directional signage along the route.

Municipal Bus/Trolley

In an effort to capture some of the visitors to the Brookfield Zoo and make shopping within the community more convenient for residents and visitors alike, the transportation plan has identified a municipal bus/trolley route. The service could be operated at the Zoo's busy

periods, such as weekends, and provide pick-up and drop off at Hollywood station, Brookfield Station, downtown Brookfield, Eight Corners, and the Brookfield Zoo.

The Village should study the feasibility of providing the service to strengthen the retail and entertainment markets in the community.

Bike Routes/Trails

There are currently no designated bike routes within the Village of Brookfield. However, Salt Creek provides an excellent opportunity for a scenic and safe off-street trail. The trail, as it is proposed on the Transportation Plan would connect the north and south sides of the community and link to important community facilities including the Village Hall, Brookfield Metra Station, Brookfield Woods, Creekside Park, Kiwanis Park and the Brookfield Zoo. An on-street route is also proposed to link residents with the Ehlert Park and the main shopping areas.

Maintenance

A newly constructed street can last as long as 50 years with proper maintenance. Brookfield has recently started an aggressive street maintenance and improvement program. Based on field observation and feedback received through the community outreach exercises, the Village's infrastructure is in need of repair in many areas.

The Village should establish a proactive approach to street maintenance, to minimize the effects of age, weather, and traffic. The Village should begin to repair, upgrade, and resurface roadways and alleys on an ongoing basis as funding permits.

Parking

It is important that there is adequate parking for residents, visitors, customers, commuters and employees within the Village. Adequate parking for all areas of the Village and all land-uses is important. Parking is becoming

an increasingly common problem in many areas of the Village and was cited frequently during the Community Outreach component of the planning assignment.

Currently, parking problems have been identified downtown, near Grand Avenue and Prairie Avenue, by the Brookfield Metra Station. Parking problems have also been identified within the Hollywood neighborhood. According to the Brookfield Police Department, frequent on-street parking in the Hollywood neighborhood's narrow and curvy streets is problematic for emergency vehicles and snowplows. Excessive on-street parking occurs throughout the Village. Parking problems will be further compounded as the average number of vehicles per household increases.

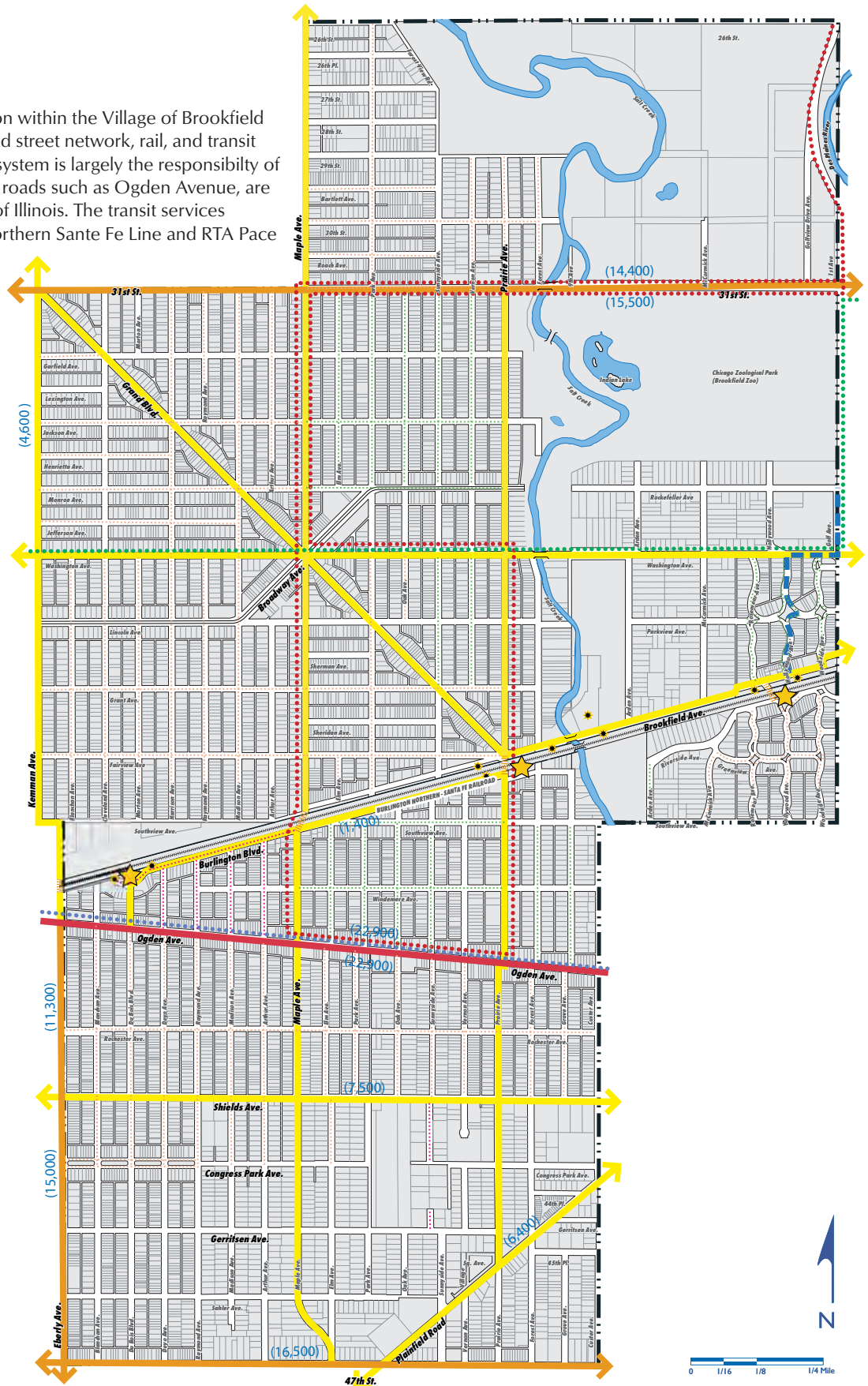
A more detailed parking analysis is included for the Brookfield Metra Station/Downtown, the Hollywood Metra Station, and the Eight Corners area is located in *Section 8 – TOD/Pedestrian Subareas*.

Figure 4: Transportation

Transportation and circulation within the Village of Brookfield are handled by an established street network, rail, and transit services. The existing street system is largely the responsibility of the Village. However, some roads such as Ogden Avenue, are the jurisdiction of the State of Illinois. The transit services include Metra Burlington Northern Santa Fe Line and RTA Pace Bus service.

Land-Use Legend

- Major Arterial Street
- ↔ Minor Arterial Street
- ↔ Collector Street
- Local Street
- ⋯ Pace Bus Route # 302 - Ogden/Stanley
- ⋯ Pace Bus Route # 304 - Cicero-LaGrange
- ⋯ Pace Bus Route # 331 - Cumberland-5th Avenue
- Walk to Zoo Route
- Designated Bike Route
- + + + + + Railroad
- ★ Metra Station
- ★ Metra Parking
- ||||| At-Grade RR Crossing
- ✱ ✱ ✱ Phase I Street Improvement
- ✱ ✱ ✱ Phase II Street Improvement
- ✱ ✱ ✱ Phase III Street Improvement
- (7500) Average Daily Traffic



SECTION 7:

CORRIDOR SUBAREA PLANS

This section presents improvement and development recommendations for three key Corridor Subareas within the Village of Brookfield:

- Ogden Avenue Corridor
 - *Figure 5: Ogden Avenue: Land-Use Redevelopment Plan*
 - *Figure 6: Ogden Avenue Corridor: Ogden/Grove Concept Plans*
 - *Figure 7: Congress Park Grocery Redevelopment Concept*
 - *Figure 8: Congress Park TOD Redevelopment Concept*
 - *Figure 9: Ogden Avenue: Transportation & Circulation Plan*
 - *Figure 10: Ogden Avenue: Corridor Appearance and Design*
- 31st Street Corridor
 - *Figure 11: 31st Street Corridor Plan*
 - *Figure 12: Commercial Site Redeveloped as Residential Concept*
- 47th Street Corridor
 - *Figure 13: 47th Street Corridor Plan*

The three Corridor Subareas were selected by the Village for more detailed planning because they represent the primary auto-oriented commercial/mixed-use corridors within the Village. These areas contain a diverse range of land-uses and are among the most intensely developed portions of the community. The Corridor Subareas are highly visible to passing motorists and are primary determinants in how Brookfield is perceived by residents and visitors alike. Although they contain a variety of intense commercial and mixed-use activity, each corridor suffers to some degree by vacancies, inappropriate and incompatible lands uses, deteriorating conditions, and

overall poor and inconsistent aesthetics. Finally, the Corridor Subareas include those portions of the Village that are most likely to see change and they each contain vacant and/or underutilized properties which may be subject to development or redevelopment in the future.

Each Corridor Subarea Plan provides recommendations for key redevelopment sites, commercial/minor improvement sites, parking lot landscaping, curb and gutter improvements, parkway/streetscape improvements, and other overall Subarea improvements.

Figure 5:
Ogden Avenue: Land-Use Redevelopment Plan

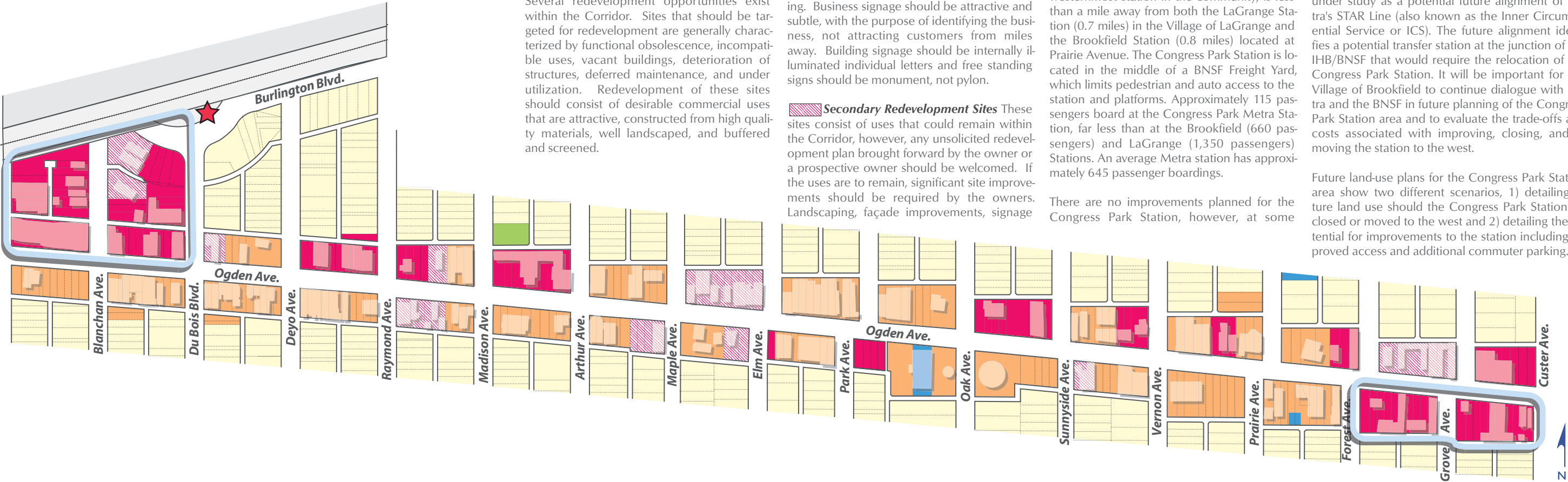
The Ogden Avenue Corridor extends from Custer Avenue to East Avenue, and incorporates all parcels fronting Ogden Avenue. Additionally, some of the residential areas adjacent to the commercial uses along Ogden Avenue have been identified for potential commercial and parking area expansion or transition areas.

It is important to note the Ogden Avenue Corridor Plan is not advocating conversion or redevelopment of adjacent residential areas. Although the Plan does not recommend expansion of commercial uses into residential areas, it should not be ruled out entirely. Instead, the expansion of commercial uses into residential areas warrants a site by site/case by case analysis to ensure expansion is a) necessary; b) appropriate; and c) sensitive of adjacent residential uses.

Land Use Plan

Residential The Ogden Avenue Corridor is bordered by residential neighborhoods on both the north and south sides. The residential neighborhoods are among the community's best assets and should be protected from negative impacts associated with the busy auto-oriented commercial corridor.

Parks Madison Avenue Tot Lot is a small park on the northern edge of the Corridor. Parks are an important component of a healthy neighborhood. Like the adjacent residential neighborhoods, Madison Avenue Tot Lot should be protected from commercial impacts.

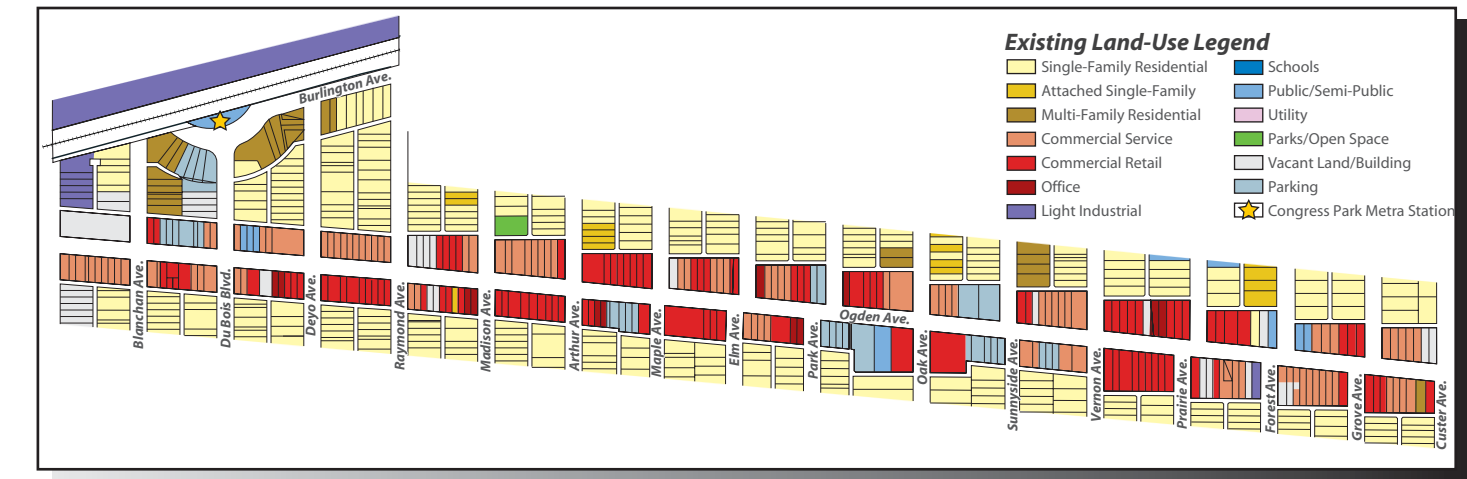


Corridor Commercial. Corridor commercial consists of a broad range of retail, commercial service and office uses that accommodate customers arriving for single-purpose visits by automobile. Restaurants, banks, grocery stores, dry cleaners, service stations, and medical offices are examples of the uses that should be developed on properties fronting Ogden Avenue. Light industrial uses, auto-body and repair garages, vehicle storage and motels are uses that are undesirable or incompatible within the commercial corridor. The zoning along the Corridor should be revised to prohibit these businesses, and the Village should make an effort to relocate auto related businesses to more appropriate sites within the community, such as 47th Street.

Public/Semi- Public Public and semi-public uses include churches, schools, and all Village owned property. Existing community facilities may remain in the corridor, but if the use changes, the site should be redeveloped as corridor commercial. As a primary commercial corridor within the community, future tax-exempt uses should be discouraged.

Redevelopment Sites

Several redevelopment opportunities exist within the Corridor. Sites that should be targeted for redevelopment are generally characterized by functional obsolescence, incompatible uses, vacant buildings, deterioration of structures, deferred maintenance, and under utilization. Redevelopment of these sites should consist of desirable commercial uses that are attractive, constructed from high quality materials, well landscaped, and buffered and screened.



Primary Redevelopment Sites Illustrated in Figure 1 are several primary redevelopment sites that consist of uses or structures that are restricting the vitality of the Corridor. Immediate redevelopment should be encouraged by the Village of Brookfield. The Village should also encourage parcel assembly within the redevelopment areas to facilitate larger-scale commercial development. New development should be attractively landscaped and constructed from high-quality materials such as brick or stone. Parking areas should be screened from view from adjacent residential homes using appropriate buffering and screening. Business signage should be attractive and subtle, with the purpose of identifying the business, not attracting customers from miles away. Building signage should be internally illuminated individual letters and free standing signs should be monument, not pylon.

Secondary Redevelopment Sites These sites consist of uses that could remain within the Corridor, however, any unsolicited redevelopment plan brought forward by the owner or a prospective owner should be welcomed. If the uses are to remain, significant site improvements should be required by the owners. Landscaping, façade improvements, signage

improvements/coordination, and parking improvements are examples of some of the improvements that should be required on secondary redevelopment sites if they remain within the corridor.

Illustrative Concept Plans Concept Redevelopment Plans for these areas are illustrated in Figures 2, 3, 4 and 5.

Congress Park Metra Station

Brookfield is one of only a few communities with three Metra Stations. Congress Park, the westernmost station in the community, is less than a mile away from both the LaGrange Station (0.7 miles) in the Village of LaGrange and the Brookfield Station (0.8 miles) located at Prairie Avenue. The Congress Park Station is located in the middle of a BNSF Freight Yard, which limits pedestrian and auto access to the station and platforms. Approximately 115 passengers board at the Congress Park Metra Station, far less than at the Brookfield (660 passengers) and LaGrange (1,350 passengers) Stations. An average Metra station has approximately 645 passenger boardings.

There are no improvements planned for the Congress Park Station, however, at some

point in the future, Metra and the BNSF will need to evaluate potential improvements to the station and their associated costs. Given the station's location, future improvements will be complicated by BNSF trackage and signals as well as the lack of convenient access to the station. Renovations would likely require that the station be brought into compliance with the American Disabilities Act, which would significantly increase the cost of the improvements. The Congress Park Station is located about 2,000 feet east of the IHB Railroad, which is under study as a potential future alignment of Metra's STAR Line (also known as the Inner Circumferential Service or ICS). The future alignment identifies a potential transfer station at the junction of the IHB/BNSF that would require the relocation of the Congress Park Station. It will be important for the Village of Brookfield to continue dialogue with Metra and the BNSF in future planning of the Congress Park Station area and to evaluate the trade-offs and costs associated with improving, closing, and/or moving the station to the west.

Future land-use plans for the Congress Park Station area show two different scenarios, 1) detailing future land use should the Congress Park Station be closed or moved to the west and 2) detailing the potential for improvements to the station including improved access and additional commuter parking.

Figure 6:

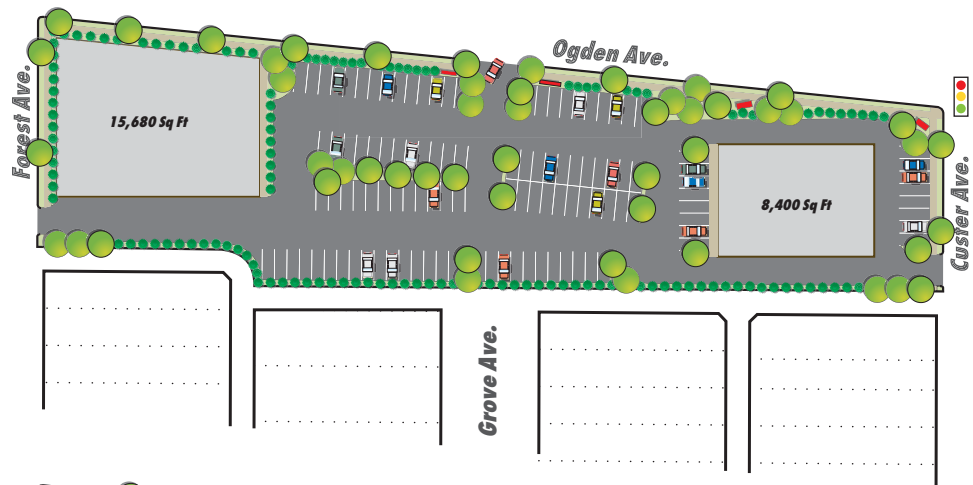
Ogden Avenue Corridor: Ogden/Grove Concept Plans

The following concept plans illustrate a few possibilities for the redesign of the the Primary Redevelopment Area between Foster and Custer on the south side of Ogden. All designs include a consolidated access point on Ogden with side access on Foster

and Custer, vacating a portion of Grove to control traffic and increase developable area. Each concept provides appropriate landscaping and parkway improvements. No single family residential properties are included in the concepts.

Concept 1

This design includes a 15,680 square foot building appropriate for a casual dining or small grocery store like Trader Joe's, an 8,400 square foot fast food building with a drive-thru, and 114 parking spots.



Concept 2

This design includes a 9,100 square foot building appropriate for a retail store like Blockbuster, two 8,400 square foot fast food buildings with drive-thrus, and 76 parking spots.



Concept 3

This design includes two 15,680 square foot buildings appropriate for casual dining, a small grocery store, or a drug store, and 112 parking spots.



Figure 6a:

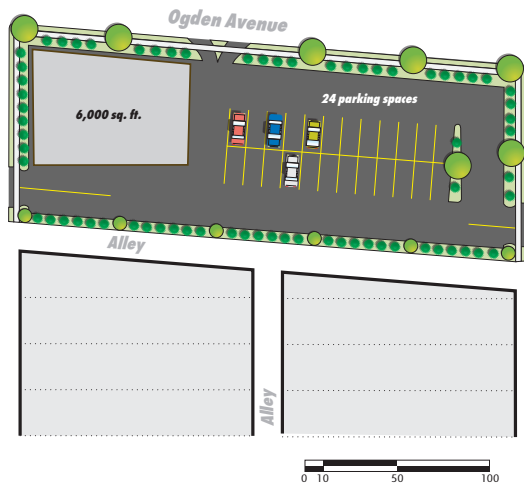
Deep Lot Commercial Development & Right-of-Way Parking Concept

The following concept plans illustrate three opportunities to increase land for commercial development by expanding commercial areas into the resi-

dential neighborhoods. This figure also illustrates a conceptual parking layout, that could be developed if an Ogden cross-street is closed to through traffic.

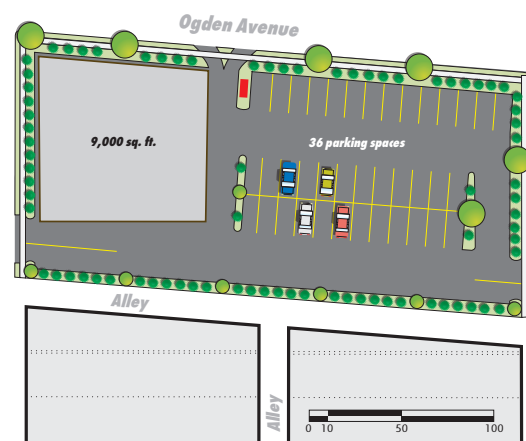
Existing Block

This concept shows the possible redevelopment of an existing block front along Ogden Avenue. The block is approximately 270' wide by 100' deep. This block front could accommodate a commercial building 6,000 square feet in size, 24 parking spaces (4 spaces/1,000 sq. ft.), and site appropriate landscaping.



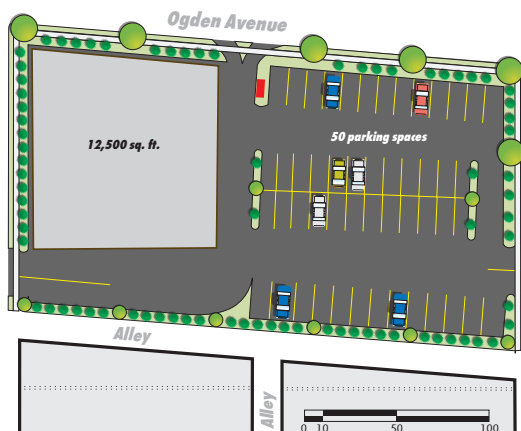
Expanding Commercial by One Lot

This concept shows the possible redevelopment of a block front along Ogden Avenue, one lot deep into the residential neighborhood. The block is approximately 270' wide by 125' deep. This block front could accommodate a commercial building 9,000 square feet in size, 36 parking spaces (4 spaces/1,000 sq. ft.), and appropriate landscaping.



Expanding Commercial by Two Lots

This concept shows the possible redevelopment of a block front along Ogden Avenue, two lots deep into the residential neighborhood. The block is approximately 270' wide by 150' deep. This block front could accommodate a commercial building 12,500 square feet in size, 50 parking spaces (4 spaces/1,000 sq. ft.), and appropriate landscaping.



Street Closure Parking

Figure 9, Ogden Avenue: Transportation and Circulation Plan identifies several streets that could be closed or cul-de-sacked to provide additional space for redevelopment. The illustration below illustrates that a street right-of-way, 66' wide, could be closed to accommodate a parking lot with approximately 20 parking spaces.

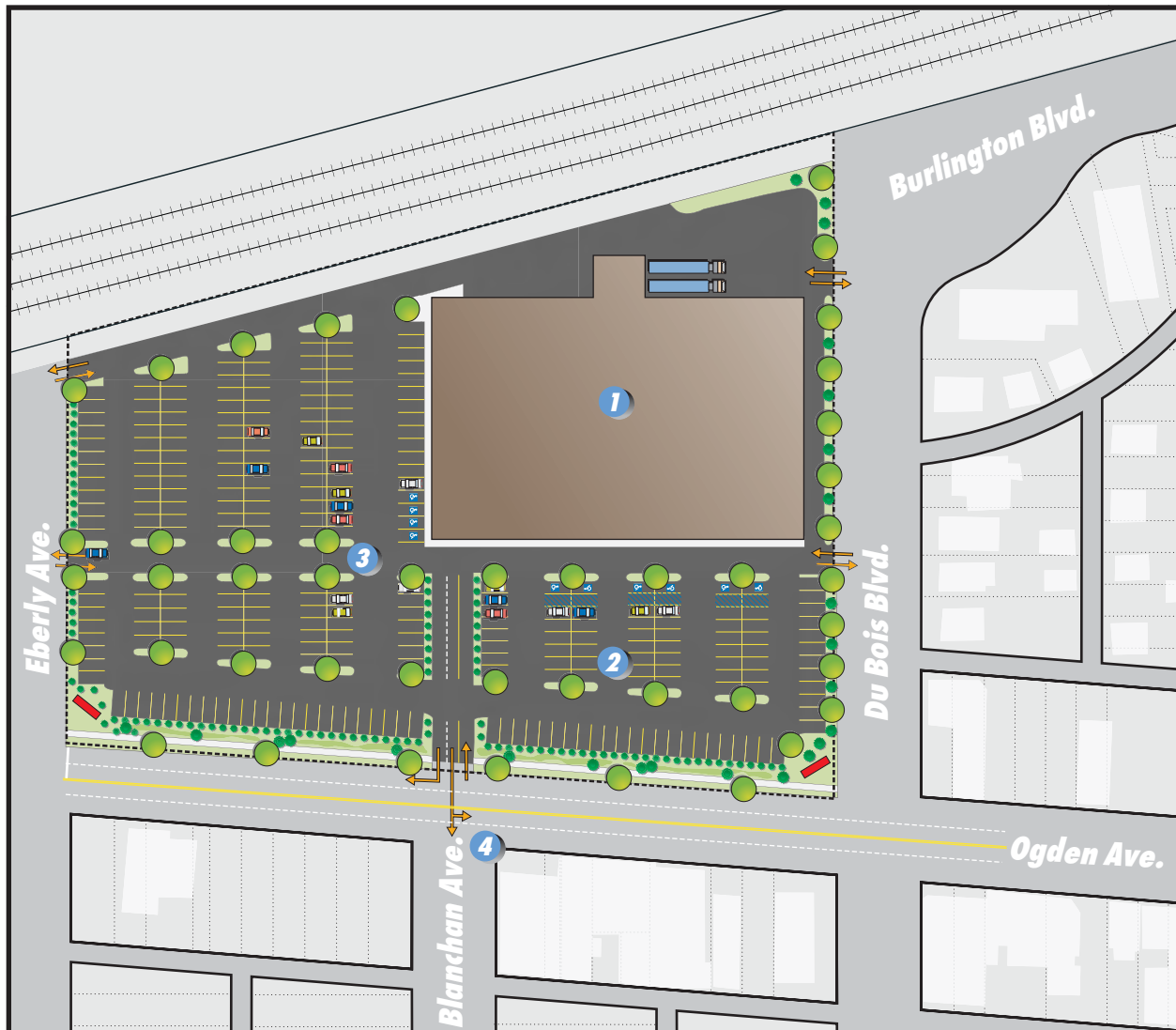


Figure 7:

Congress Park Grocery Redevelopment Concept

This conceptual development plan shows the potential land use opportunities should the Village of Brookfield, Metra and the BNSF decide to close or move the Congress Park station to the west. The closing of the station will create a significant development opportunity along Ogden Avenue. This concep-

tual redevelopment plan illustrates how the "Ogden Triangle" and Congress Park Station Site could accommodate a 55,000 square foot grocery store, and its necessary parking and landscaping improvements.



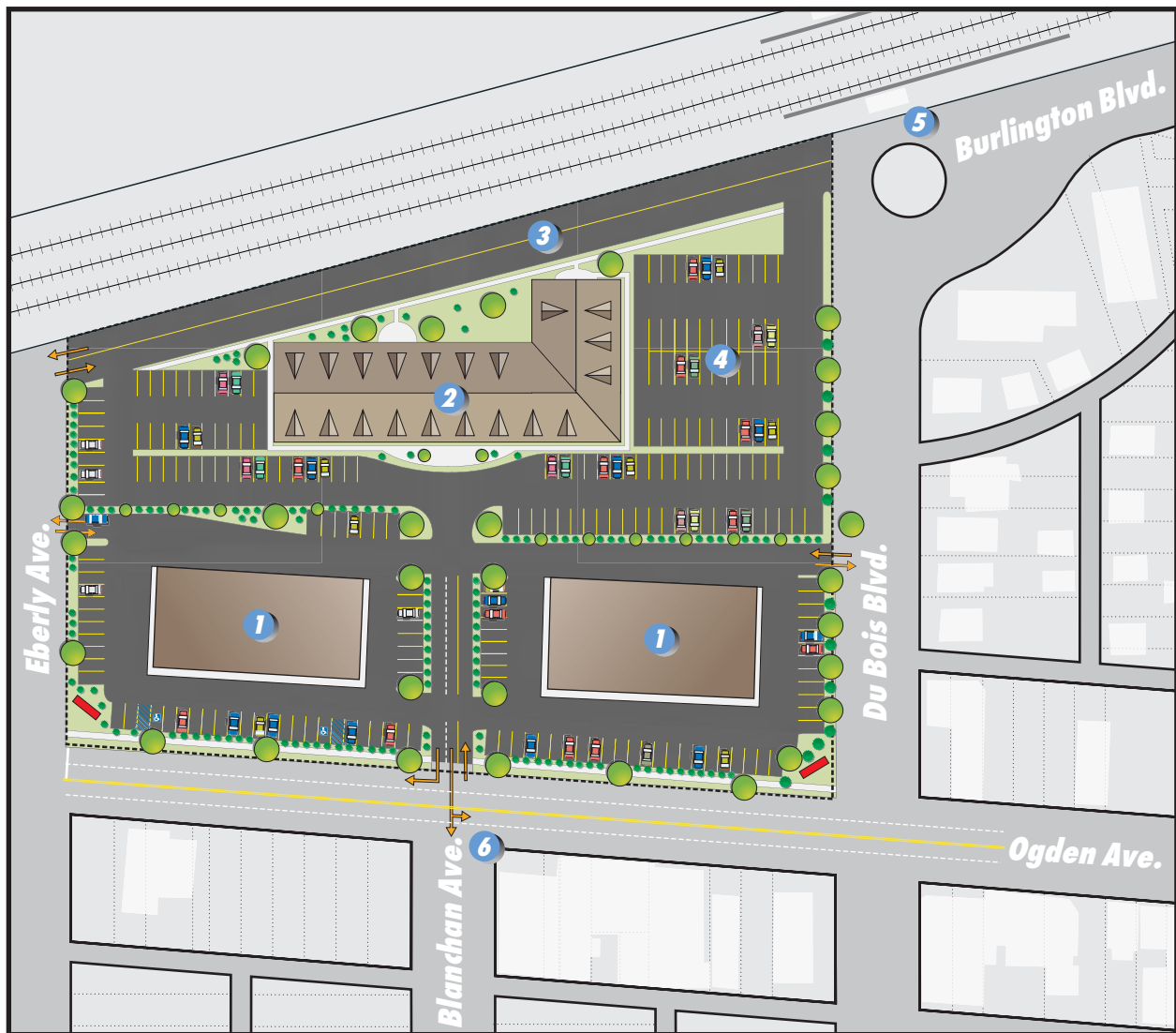
- 1 Grocery Store** A 55,000 square foot grocery store, large enough to accommodate a Whole Foods or other medium size grocer or retail tenant.
- 2 Sufficient Parking Spaces** Approximately 270 parking spaces would be needed to accommodate a store of this size. There are 270 parking spaces shown in the conceptual site plan.
- 3 Landscaping** The appearance of a large parking lot is made more attractive with landscaped islands consisting of turf and shade trees, and extensive perimeter and parkway landscaping.
- 4 Vacate Blanchan Avenue** Development of the Blanchan right-of-way provides additional land for development.

Figure 8:

Congress Park Station Area Redevelopment Concept

This development plan illustrates how the "Ogden Triangle" and the Congress Park Station site could redevelop. The plan includes high-end three-story condominiums and commuter-related commercial uses. The plan also incorporates additional commuter

parking and provides an additional east-west access to the station.



- 1 Convenience Retail/Service** A pair of 13,000 square foot buildings provides convenient shopping to residents and transit riders.
- 2 Multi-Family Residential** A high-end 3-story condominium building consisting of 48 units each between 1,000 and 1,500 square feet.
- 3 Through Street** A through street at the north end of the site provides signalized access at Eberly Avenue to the Metra Station.
- 4 Commuter Parking** 42 parking spaces are available for commuters traveling on Metra.
- 5 Congress Park Metra Station** An improved Congress Park Metra Station provides convenient access to the City of Chicago and beyond.
- 6 Vacate Blanchan Avenue** Development of the Blanchan right-of-way provides additional land for development.

Figure 9: Ogden Avenue: Transportation and Circulation Plan

The safe and efficient movement of vehicles is paramount within the Ogden Avenue Corridor. Ogden Avenue, or U.S. Route 34, is a U.S. Highway that extends from Berwyn, Illinois to Granby, Colorado. Ogden Avenue serves as a primary arterial road, and unlike most other streets within the community, plays an important role in the transportation network of the Chicago Region. The large volumes of traffic create opportunities for commercial businesses seeking visibility, but create safety concerns for both vehicles and pedestrians. The Transportation and Circulation Plan identifies planning considerations to improve the safety and efficiency of vehicular movement throughout the corridor.

Signalized Intersections

The existing traffic signals within the Corridor are adequate. No additional traffic signals are recommended for the Ogden Avenue Corridor. The Village should coordinate with IDOT in regards to future traffic signals and appropriate speed limits along Ogden Avenue.

Street Closure/Cul-de-Sacs

A recommendation of this Plan is to limit the amount of streets that cross Ogden Avenue. Currently, every street that intersects with Ogden Avenue provides an opportunity for


traffic to cross from north to south. While this provides some convenience, it causes concern for safety and is not representative of sound planning. As a primary arterial road, access points should be limited for efficient flow, including access to residential neighborhoods. Controlled access across Ogden should be limited to Eberly, Maple, Prairie and Custer. Cul-de-sacs should be considered at Grove Avenue (both sides), Deyo Avenue (both sides), and Blanchan (north side). Right of way no longer utilized because of cul-de-sacs can be developed for

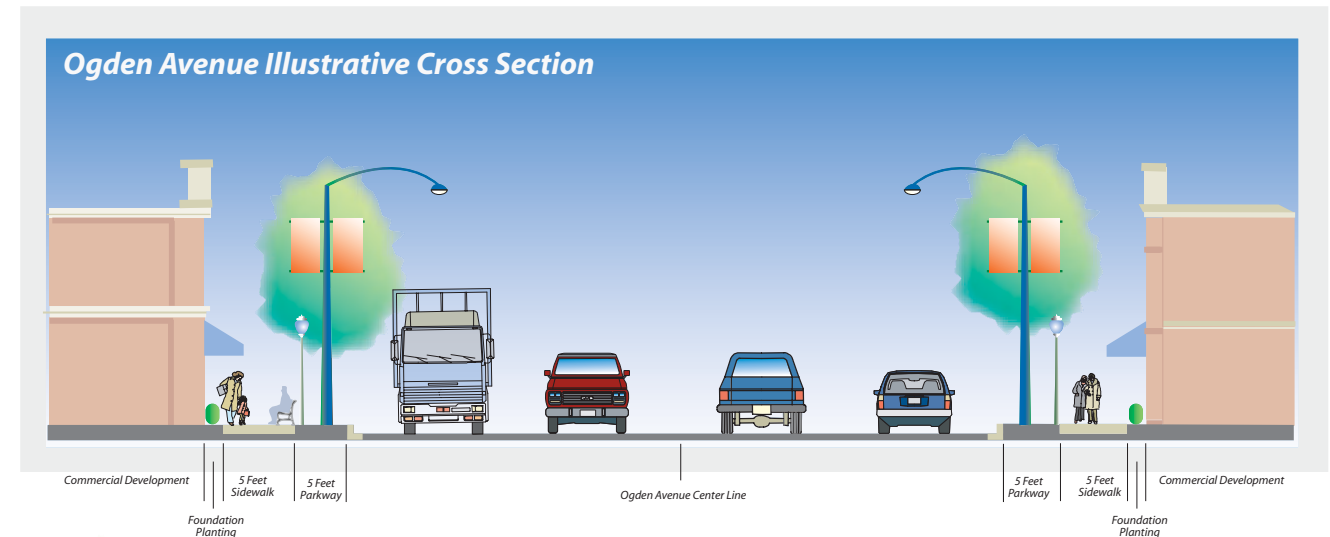
off-street parking to serve commercial uses, or leased or sold for commercial redevelopment.

Curb and Gutters


Curb and gutters serve multiple functions in street design and construction. They act as a channel, leading stormwater to inlets and drains, and they restrict access to areas with depressed curbs (i.e. curb cuts). Restricting access is an important consideration for the Ogden Avenue Corridor Plan. While access points everywhere throughout the corridor could be perceived as convenient, they allow for spontaneous and unanticipated turning create dangerous situations for motorists and pedestrians. Furthermore, chaotic and uncontrolled access can exacerbate traffic and circulation problems and compromise the efficient flow of through traffic along Ogden Avenue.

Currently the curbing within the corridor consists of both roll curb and gutter, and more traditional six-inch vertical "hard" curb and gutter. All existing roll curbs within the corridor should be replaced with six-inch vertical "hard" curbing. The vertical curbing will limit access points and prevent vehicles from parking on the sidewalk. Parking on the sidewalk within the right-of-way is a problem throughout some sections of the corridor.

 **Roll Curb** A low, rounded curb that allows access at any point. This exists along sections of the Corridor (as illustrated in Fig-



ure 9) and should be eliminated along Ogden Avenue to further control access and parking and improve overall circulation and safety.

 **Existing Access/Curb Cuts** Generally speaking, access on the south side of Ogden Avenue is better controlled than access on the north. Access is particularly problematic where roll curbs exist coupled with parking spaces. The north side of Ogden, between Elm Avenue and Park Avenue (Carstar) and between Sunnyside and Vernon (Extreme Custom/Sunny Side Inn) are the most problematic access areas. All curbs should consist of six-inch vertical curbing and curb cuts should be limited to 1 or 2 points per block. Additionally, access from side streets should be promoted wherever possible.

Alleys

The rear alleys play an important role in the operation of businesses and the overall function of the Ogden Avenue corridor. Rear alleys provide a means for service and delivery vehicles to access properties without disrupting the flow of traffic along Ogden Avenue. Garages, dumpsters, load docks, and other unsightly business necessities that require frequent access can be located out of sight, in the rear of businesses because of the alleys.

Alleys within the Ogden Avenue corridor vary in their level of development. Few alleys are fully paved and developed. Alley's within the corridor should be paved and curbed where necessary, providing an alternative means of accessing and servicing businesses along Ogden Avenue.

 **Alleys in need of major improvement**

 **Alleys in need of minor improvement**

 **Commercial Encroachment into Residential Areas**

A fear among residents within the community is that in order to accommodate more contemporary commercial development, that commercial areas will be forced into acquiring and developing residential parcels for commercial uses. This plan does not promote residential redevelopment, however, it should be noted that this has already occurred in several locations within the corridor. When done appropriately, commercial sites can acquire residential land from a willing seller and develop the property for commercial uses while protecting neighborhoods with screening and buffering. This type of expansion may be a viable means of developing additional parking along the Corridor.

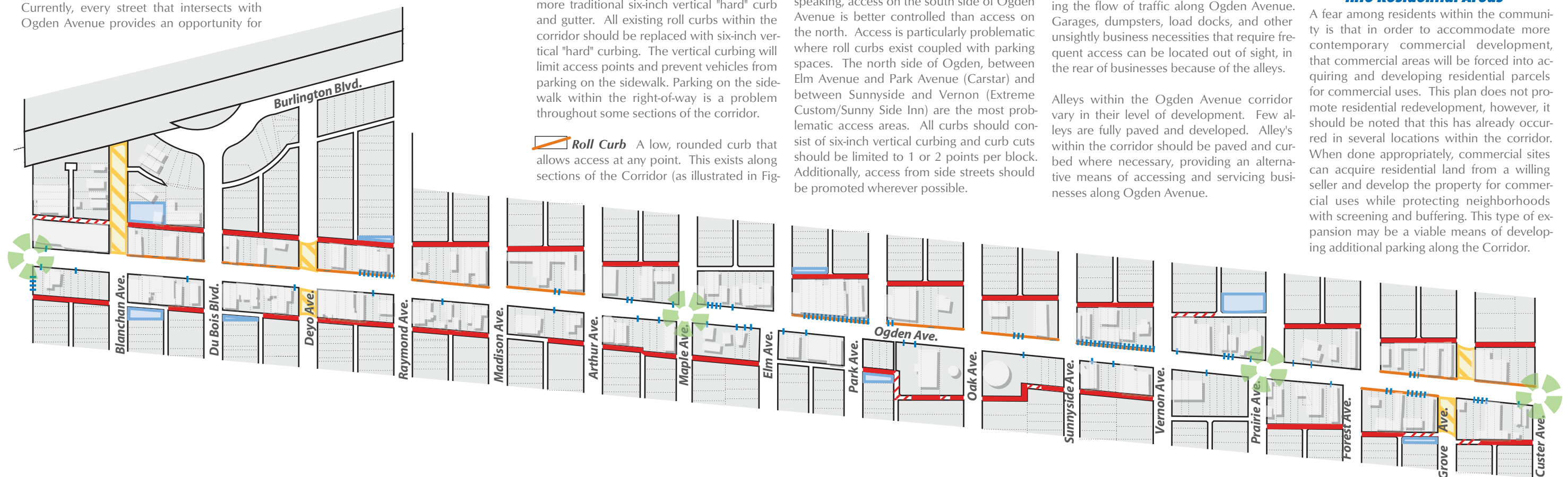
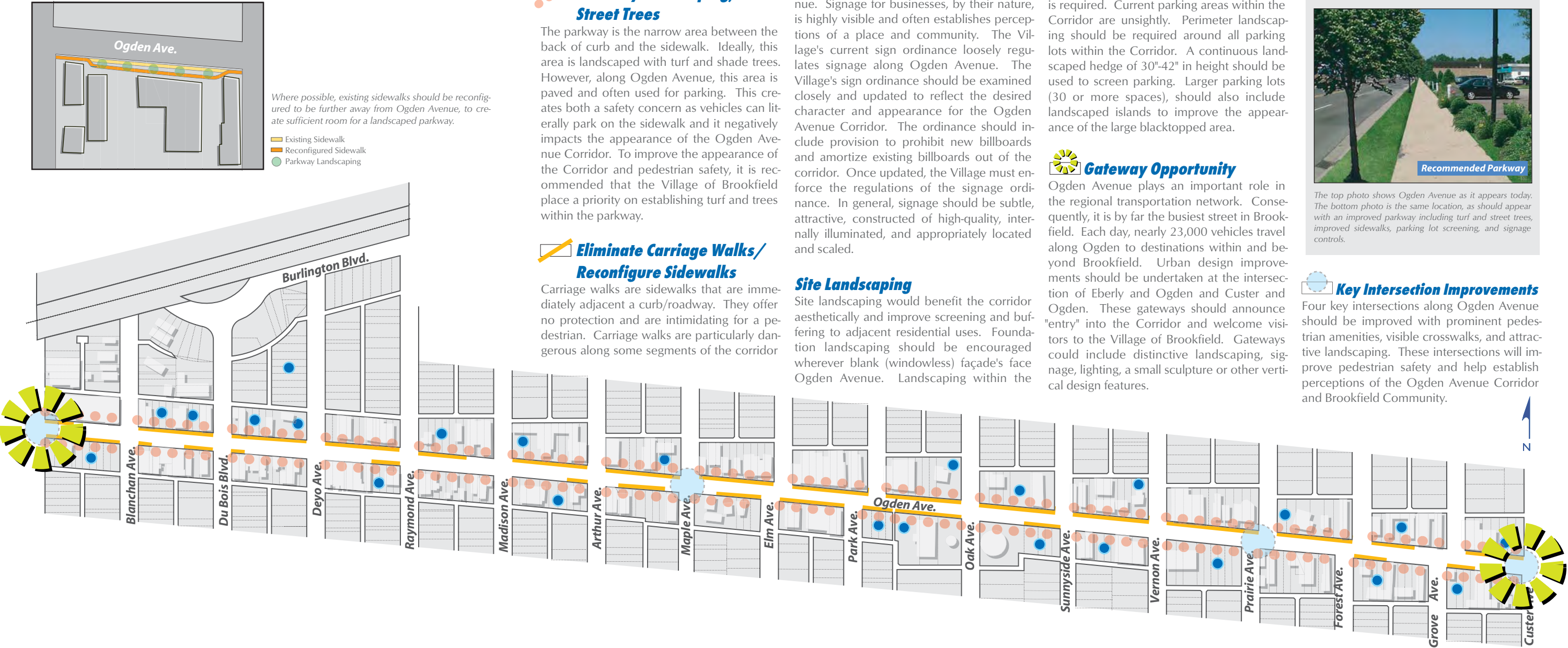


Figure 10:
Ogden Avenue: Corridor Appearance and Design

Although Ogden Avenue stretches from Illinois to Colorado, very few segments would be considered visually attractive. However, there is tremendous potential to improve the appearance of Ogden Avenue as it passes through the Brookfield community. Rear utilities and alleys would allow for a coordinated combination of both public and private improvements that would dramatically improve the appearance of the Corridor. Parkway landscaping, regulated business signage, new facades, parking lot landscaping, street banners, and street lights are appearance and design elements that need to be addressed to improve the appearance of the Corridor. The Corridor Appearance and Design Plan identifies opportunities for improvement, as well as existing problematic conditions that should be addressed.



Rear Utilities

All above ground utilities within the Ogden Avenue Corridor are located along the rear property lines. Unsightly power lines are out of view of motorists and pedestrians, providing the Village with an excellent opportunity to develop an attractive corridor. Parkway landscaping, unique and distinguishable street lights, and street banners are examples of the types of design elements that should be easily implemented along Ogden Avenue.

Parkway Landscaping/ Street Trees

The parkway is the narrow area between the back of curb and the sidewalk. Ideally, this area is landscaped with turf and shade trees. However, along Ogden Avenue, this area is paved and often used for parking. This creates both a safety concern as vehicles can literally park on the sidewalk and it negatively impacts the appearance of the Ogden Avenue Corridor. To improve the appearance of the Corridor and pedestrian safety, it is recommended that the Village of Brookfield place a priority on establishing turf and trees within the parkway.

Eliminate Carriage Walks/ Reconfigure Sidewalks

Carriage walks are sidewalks that are immediately adjacent a curb/roadway. They offer no protection and are intimidating for a pedestrian. Carriage walks are particularly dangerous along some segments of the corridor

where roll-up curbs are installed. Carriage walks are representative of past planning and development practices. This Plan recommends reconfiguring all sidewalks that are close to Ogden Avenue to meander further away from the road where permitted, to separate pedestrians from vehicular traffic, and to provide for the installation of appropriate landscaping within the parkway.

Signage

Signage should be an important consideration within the Subarea Plan for Ogden Avenue. Signage for businesses, by their nature, is highly visible and often establishes perceptions of a place and community. The Village's current sign ordinance loosely regulates signage along Ogden Avenue. The Village's sign ordinance should be examined closely and updated to reflect the desired character and appearance for the Ogden Avenue Corridor. The ordinance should include provision to prohibit new billboards and amortize existing billboards out of the corridor. Once updated, the Village must enforce the regulations of the signage ordinance. In general, signage should be subtle, attractive, constructed of high-quality, internally illuminated, and appropriately located and scaled.

Site Landscaping

Site landscaping would benefit the corridor aesthetically and improve screening and buffering to adjacent residential uses. Foundation landscaping should be encouraged wherever blank (windowless) façade's face Ogden Avenue. Landscaping within the

right-of-way, or property frontage, should be encouraged wherever possible. Several sites along Ogden Avenue require landscaping improvements. It is recommended that the owners of the sites indicated on the figure implement landscape improvements to improve the appearance of their sites and the corridor.

Parking Lot Landscaping

In an auto-oriented corridor that consists of commercial establishments generating single-purpose visits by automobile, ample parking is required. Current parking areas within the Corridor are unsightly. Perimeter landscaping should be required around all parking lots within the Corridor. A continuous landscaped hedge of 30"-42" in height should be used to screen parking. Larger parking lots (30 or more spaces), should also include landscaped islands to improve the appearance of the large blacktopped area.

Gateway Opportunity

Ogden Avenue plays an important role in the regional transportation network. Consequently, it is by far the busiest street in Brookfield. Each day, nearly 23,000 vehicles travel along Ogden to destinations within and beyond Brookfield. Urban design improvements should be undertaken at the intersection of Eberly and Ogden and Custer and Ogden. These gateways should announce "entry" into the Corridor and welcome visitors to the Village of Brookfield. Gateways could include distinctive landscaping, signage, lighting, a small sculpture or other vertical design features.

Figure 11: 31st Street Corridor Plan

The 31st Street Corridor extends from Grand Boulevard to Forest Avenue, and incorporates all of the parcels fronting 31st Street within the Village of Brookfield. The 31st Street Corridor Plan will accommodate the existing residential character of the area while allowing for commercial redevelopment at select locations along 31st Street.

Land Use Plan

In general, the Land Use Plan for the 31st Street Corridor very closely reflects the existing development pattern. The Corridor retains its strong residential character with commercial uses located at a few select locations.

Residential The 31st Street Corridor has a strong residential character that should be maintained and protected. The neighborhoods are generally well protected from noise and traffic from the Corridor. The residential neighborhoods are mature and considered by many to be one of Brookfield's greatest assets. The residential areas should be protected from negative impacts associated with commercial activity through effective use of screening, buffering, and setbacks.

Commercial Commercial uses are located at a few select locations along the Corridor. These areas should remain as low intensity retail and service commercial uses and be considered for appropriate redevelopment. No new commercial use areas are designated for the 31st Street Corridor. All commercial areas should be improved with appropriate facade improvements, on-site landscaping, parking lot screening, and attractive signage. Residential areas should be buffered from adjacent commercial development and activities.

Zoo/Open Space The Brookfield Zoo property is located on the east end of the Corridor. This Plan supports the continued opera-

tion of the Brookfield Zoo, and recommends that a healthy relationship/partnership between the Village of Brookfield and the Brookfield Zoo be established and maintained.

Redevelopment Sites

Few redevelopment opportunities exist within the 31st Street Corridor. Sites selected for possible commercial redevelopment have direct frontage on 31st Street. Any redevelopment should minimize the impact on neighboring residential areas. Sites that have been identified for redevelopment are generally characterized by functional obsolescence, vacant sites, incompatible uses, deterioration of structures, deferred maintenance, and under utilization.

Primary redevelopment sites illustrated on Figure 7 are either vacant or sites that consist of uses or structures that are not functioning well within the Corridor. The Village of Brookfield should encourage immediate redevelopment of these sites, and should also encourage parcel assembly to facilitate larger-scale commercial or multi-family residential development. It is not recommended that any additional single-family homes be developed within the redevelopment areas. Although the plan does not support the redevelopment of single-family homes for commercial use, it also does not support the additional development of single-family homes along 31st Street.

Secondary redevelopment sites within the Corridor consist of sites occupied by appropriate uses, however the buildings/sites may require significant improvements. Although redevelopment of these sites is appropriate, the sites could also benefit from site and building improvements. Redevelopment proposals for these sites should be welcomed by the Village. Site improvements including facade, signage, and landscaping should be encouraged.

Commercial Encroachment into Residential Areas

A fear among residents within the community is that in order to accommodate more contemporary commercial development, that commercial areas will be forced into acquiring and developing residential parcels for commercial uses. This plan does not recommend any commercial encroachment into any of the residential neighborhoods along the 31st Street Corridor.

Transportation and Circulation

The safe and efficient movement of vehicles is an important consideration within the 31st Street Corridor, as it is an approach route to the Brookfield Zoo, and a major collector street connecting residents to regional arteries. Planning considerations should strive to improve the safety and efficiency of vehicular and pedestrian movement throughout the corridor.

Signalized Intersections The existing traffic signals within the Corridor are adequate. No additional traffic signals are recommended for the 31st Street Corridor.

Alley Improvements Alleys are an important component of commercial businesses that front busy streets. They provide a means for service and delivery vehicles to safely access businesses without impeding flow or compromising safety along the major roadway. Alleys servicing commercial uses are generally well constructed, however a segment of an alley between Park Avenue and Sunnyside Avenue is in poor condition and should be repaired.

Coordinated Access Two areas within the Corridor have been identified as problematic in terms of their access. West of Sunnyside Avenue, a roll curb permits access at all points along the property line. Access should be limited to one location per parcel along 31st Street. The service station at the intersec-

tion of Maple and 31st Street has a wide entrance that permits unsafe turning at several areas. The Village should control access to these sites.

Sidewalk Sidewalks should be provided on both sides of 31st Street throughout the corridor. Including a new sidewalk along the south side of 31st Street, east of Prairie Avenue, to provide pedestrian access to the Brookfield Zoo.

Corridor Appearance, Design and Function

Unlike the other corridors within the Village of Brookfield, the 31st Street has a stronger residential character. Efforts should be undertaken to create a more inviting and attractive corridor for both the automobiles and the pedestrians. This should include street trees; landscaping; vehicular scale and pedestrian scale light standards; sidewalks; visible crosswalks; and, other pedestrian improvements such as street furniture and trash receptacles.

Existing Land Use Legend

- Single-Family Residential
- Multi-Family Residential
- Commercial Service
- Commercial Retail
- Office
- Open Space/Zoo
- Vacant Land/Building

Existing Land Use

Gateway Opportunity

The proximity of the Brookfield Zoo and 31st Street's role as a regional collector create a great opportunity for the Village of Brookfield to build positive perceptions and welcome motorists to the Village of Brookfield. A gateway area should be developed as indicated in Figure 7, incorporating signage, distinctive landscaping, lighting, a small sculpture or other vertical design feature. Another gateway area should be developed further east of the Corridor at the Intersection of 1st Avenue and 31st Street.

Key Intersection Improvements

Pedestrian improvements, including street furniture, benches, planters, kiosks and trash receptacles, along with landscaping and visibility improvements should be developed in a few selected locations along 31st Street. Intersection improvements at Prairie Avenue, Maple Avenue and Grand Boulevard will contribute to the appearance of the Corridor and the perception of the community.

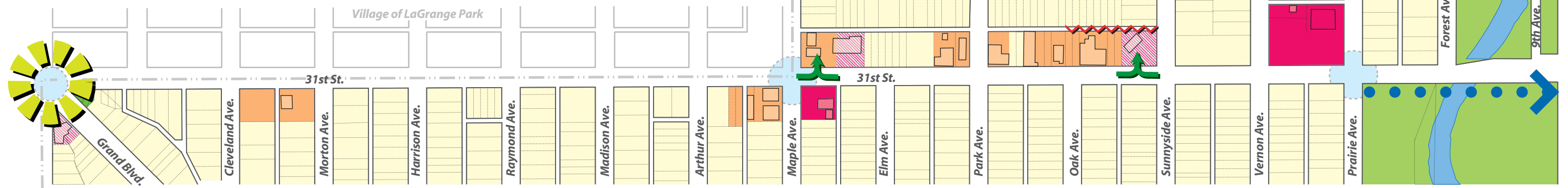


Figure 12:

Commercial Site Redeveloped as Residential Concept

This drawing illustrates the possible redesign for the primary redevelopment site located on the north side of 31st Street between Vernon and Prairie Avenues. The site is currently a vacant commercial property, surrounded primarily by residential uses. We recommend developing a combination of attached and detached single family residential units with the more dense part of the development fronting 31st Street.

The alley running parallel to 31st Street is moved north into alignment with the existing alley between Roach/31st Street and Park/Sunnyside Avenue. The portion of the property north of the new alley can be used to create four new single family residential lots. The remaining portion of the site that fronts 31st Street can be redeveloped as townhomes. The townhomes will have parking access from the new alley to limit traffic interruptions on 31st Street.



- 1 Realigned Alley** The alley is relocated approximately 100 feet south of its existing location to align with the existing alley to the west and to separate the the single family and townhome developments.
- 2 Single Family Residential** Four new single family residential lots are created in the area north of the realigned alley.
- 3 Townhomes** Townhome development is appropriate for the portion of the site that fronts 31st Street.

Figure 13: 47th Street Corridor Plan

The 47th Street Corridor Planning Area extends from Eberly Avenue to Custer Avenue, and includes only the parcels on the north side of 47th Street that are within the Village of Brookfield. The 47th Street Boundary has been established to accommodate existing light industrial and commercial uses in anticipation for the potential for parcel redevelopment along the corridor and within neighboring McCook.

Land Use Plan

Residential The 47th Street Corridor is bordered by residential neighborhoods on the north side. The residential neighborhoods are well established, attractive and stable, and considered a community asset. They should be protected from negative impacts associated with commercial service and industrial uses.

Industrial/Service The properties fronting 47th Street west of Plainfield Road should consist of light industrial and commercial service uses, including auto-oriented services such as body shops and garages. This area should facilitate the relocation of automobile service and repair uses identified as undesirable along Ogden Avenue.

Service/Retail Commercial service and retail uses should be located in the area between Custer Avenue and Plainfield Road. Retail development should capitalize on the proximity of the anticipated McCook Metals commercial redevelopment, and include retail, service, restaurant, and compatible light industrial uses.

Performance Standards

Performance standards should be developed to help protect the public health, safety, and the general welfare of the adjacent neighborhoods from nuisances generated by industrial activity. Performance standards should monitor noise, dust, odor, and vibration caused by industrial uses.

Transportation and Circulation

The safe and efficient movement of vehicles is vital to the 47th Street Corridor. Due to the Joliet Road closure, 47th Street plays an important role in the transportation network of the Chicago Region. The large volumes of traffic create opportunities for commercial businesses seeking visibility, but create safety concerns for both vehicles and pedestrians. The Village should continue to promote the safe and efficient movement of vehicles through the Corridor. Street closures/cul-de-sacs are appropriate tools for accommodating potential development opportunities along 47th Street. Vacating right-of-way to accommodate development should be evaluated on a case-by-case basis.

Signalized Intersections

The McCook Metals redevelopment plan

calls for a new traffic signal at 47th Street and Vernon Avenue. However, locating the traffic signal at Prairie Avenue is preferential due to the existing signalization of Prairie Avenue north of the corridor. Vernon Avenue does not extend past Plainfield Road and will not benefit from the addition of a traffic signal.

Corridor Appearance and Design

Although much of the 47th Street Corridor will consist of industrial and commercial service uses, the appearance of the corridor should not be disregarded. Efforts should be undertaken to create an attractive and distinctive corridor. This could include a landscaped parkway including street trees and other landscaping treatments; distinctive streetlights, pedestrian amenities; coordinated signage; and, extensive screening and buffering of parking lots and outdoor storage areas.

In addition to enhancing the overall appearance of the corridor, these projects would significantly improve the image and perception of the 47th Street Corridor for residents, visitors and employees alike, and help enhance opportunities for attracting new investment and development.

Screening and Buffering

Adequate screening and buffering between residential areas and adjacent commercial and industrial uses should be provided. All outdoor storage areas visible to the public should be screened by landscaping, fencing, walls, or a combination of these elements. Chain-link fences with plastic slats to screen views should be prohibited.

The exterior appearance of parking lots should be also improved throughout the 47th Street Corridor. This should include a landscaping strip around the periphery of parking lots, with hedges, trees, walls or attractive fencing. Berms would also be quite effective in screening parking lots, and storage areas within the Corridor.

Signage

Signage for commercial and industrial businesses should be an important consideration within the 47th Street Corridor. Businesses will desire highly visible signage, however the appearance of the Corridor and the Village of Brookfield should not be compromised. The Village should amend and enforce the signage ordinance to reflect the desired character and appearance for the 47th Street Corridor. Once updated, it is paramount that the Village strictly enforce the

signage regulations. In general, signage within the 47th Street Corridor should be subtle, attractive, constructed of high quality materials, internally illuminated, and of adequate scale. Businesses should utilize low profile monument signs and attractive building signage to identify themselves and improve the appearance of the Corridor.

Gateway Opportunity

Due to the closure of Joliet Road at East Avenue, a high level of traffic passes through the Village of Brookfield, heading east along 47th Street from the Eberly Avenue intersection. Urban design improvements should be undertaken at this intersection, along with the 47th and Custer Avenue intersection, to announce "entry" into the Corridor and the Village of Brookfield. Gateways could include distinctive landscaping, signage, lighting, a small sculpture or other vertical design feature.

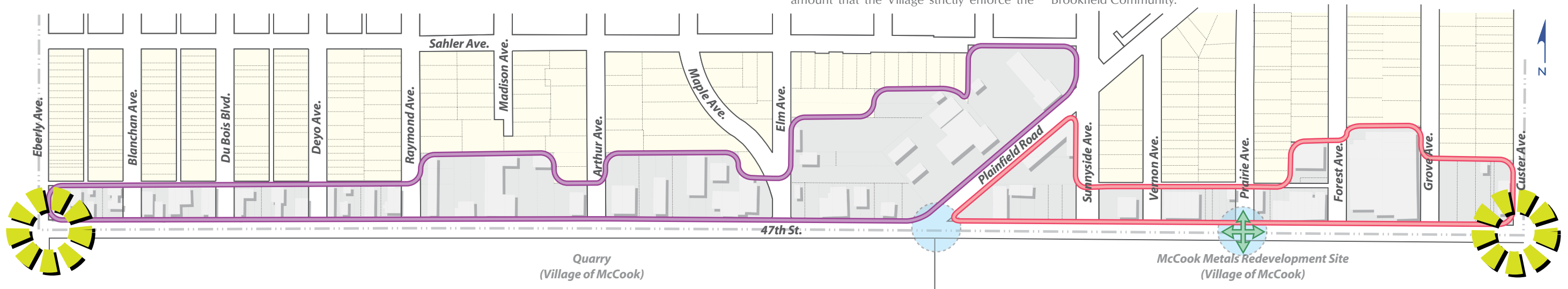
Key Intersection Improvements

Two key intersections along 47th Street should be improved with prominent pedestrian amenities, visible crosswalks, and attractive landscaping. These intersections will improve pedestrian safety and help establish perceptions of the 47th Street Corridor and Brookfield Community.

Existing Land Use



Berms, fences, and landscaping, similar to the photographs above, should protect residential neighborhoods from noise, light, dust, vibration, odor, and other externalities from industrial and commercial service uses.



SECTION 8:

PEDESTRIAN/TOD

SUBAREA PLANS

When first developed, the areas around the Brookfield Station, Hollywood Station, and the Eight Corners were designed for pedestrians—wide sidewalks, buildings constructed to the street, large display windows and other traditional façade features, few curb cuts, and easy access to transit.

As time has passed, the changes made to traditional main street commercial districts to facilitate the use of the automobile as the primary mode of travel in Brookfield and across the country have eroded these high quality pedestrian-oriented areas, often with the result of empty sidewalks and vacant storefronts.

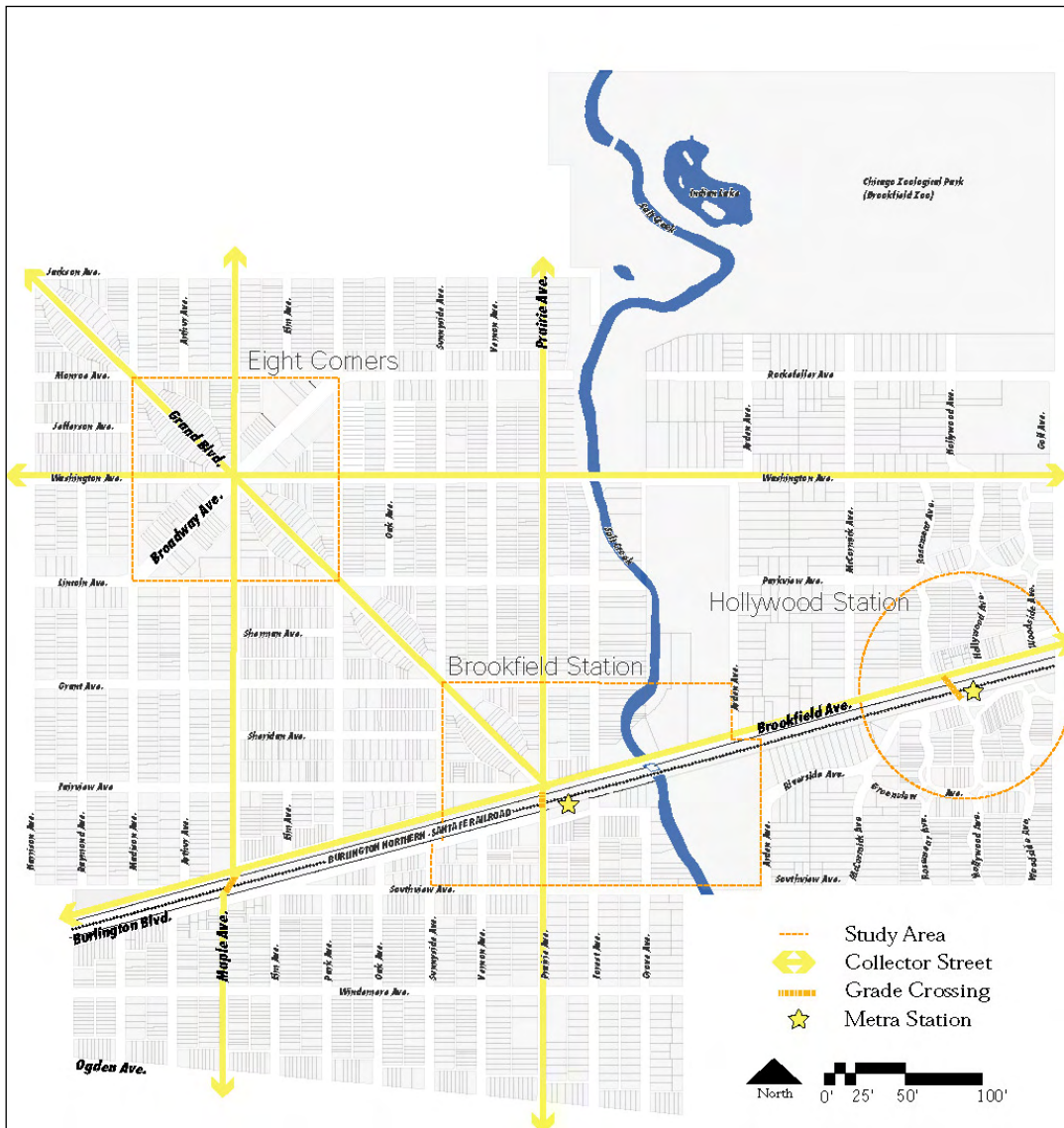
This chapter focuses on restoring the pedestrian friendly elements within the areas around the Brookfield Station, Hollywood Station, and the Eight Corners to create vibrant and active pedestrian-oriented commercial districts. It is divided into four sections, of which the first three discuss the subareas, including existing conditions and proposed redevelopment plans.

The Design Guidelines, located in *Appendix C – Design Guidelines*, will assist the Village in achieving revitalization of the pedestrian oriented areas by shaping redevelopment and new construction within the subareas.

LOCATION OF THE SUBAREAS

The three Subareas are all located on collector streets within the Village. The Brookfield Station Subarea is bounded by Grant Avenue to the north, Arden Avenue to the east, Southview Avenue to the south and Sunnyside Avenue to the west. The station is at the corner of Brookfield Avenue and Prairie Avenue in the center of this study area. The Hollywood Station is about

half a mile east along Brookfield Avenue. The heart of this Subarea is on Brookfield Avenue between Rosemead and Woodside Avenues. This core is surrounded to the north and south by a predominantly single-family residential neighborhood. The Eight Corners is half a mile northwest from the Brookfield Station, along Grand Boulevard. The street boundaries for this Subarea are Monroe Avenue to the north, Park Avenue to the east, Lincoln Avenue to the south, and Madison Avenue to the west.



The three pedestrian-orientated subareas, indicated in orange, are located within walking distance of each other.

PLANNING PROCESS AND COMMUNITY INPUT

Meeting 1 - April 29, 2004

This meeting served as an opportunity for the consultants focusing on the three pedestrian subareas to introduce themselves and for the residents of Brookfield to learn more about this phase of the 2020 Master Plan process. Held at the Village Hall, over eighty people attended and each participated through a variety of consensus building activities. Upon entering the meeting, residents were asked to complete two surveys. The first, "Where do you shop?", created a snapshot of where Brookfield residents shop on a weekly basis. The second, "What is missing from the Subarea?", allowed residents to select from a broad list of businesses and services those that they would most like to see in the Brookfield Station, Hollywood Station, or Eight Corners areas. This exercise helped determine the ideal mix of uses in each Subarea.



A participant votes for the most important uses missing from the subareas.

Image Preference Survey

An Image Preference Survey or IPS was the primary activity of the evening. During this exercise, residents reviewed images from both within and outside of the community and were asked to rate them positively or negatively on a scale of -5 to +5. The images focused on the public rights-of-way (streets, sidewalks, bicycle facilities, streetscape, and traffic calming) and potential building types (single use, mixed-use, residential, and commercial), height, and façade materials. Both positive and negative examples of each were shown. After individually rating the images, the participants discussed what they liked and did not like in the images. These opinions were later paired with the numerical score to help determine the types of development and enhancements that are desired in each of the three subareas.

Strength, Weakness, Opportunity, and Threat Analysis

The evening concluded with the participants identifying the strengths, weaknesses, opportunities, and threats (SWOT) to redevelopment in each Subarea. The results of the SWOT analysis were compiled and prioritized at a later meeting. The detailed results of these surveys are in *Appendix D - Pedestrian Oriented Public Meeting Summary*.

Meeting 2- May 13, 2004 **Charrette**

The second meeting on the pedestrian subareas was a charrette or an intensive design workshop in which participants created a shared community design vision. The activities focused on finding the common interests among attendees and charting a recommended course of action. Participants were divided into nine tables for this activity and everyone was encouraged to actively provide input by expressing him or herself both verbally and graphically.

Each table reviewed only one of the three subareas. Participants were asked to locate,

on a map, the Subarea's existing uses, such as transit stations, Village Hall, and residential buildings. Next, they were asked to demarcate potential redevelopment sites, including areas such as parking lots and vacant buildings. Building upon this base information, the third and fourth activities asked the participants to map future uses, both general (residential, mixed-use, or commercial development) and specific (as determined from the "What is missing from the Subarea?" survey from the previous meeting), and locations for physical enhancements and improvements. Items located in this latter category included streetscape enhancements, bicycle facilities, and wayfinding signage.

The approximately seventy participants prioritized the results of the SWOT analysis first performed at the meeting held on April 29. This helped to further narrow the focus and determined which Subarea assets should be highlighted during the redevelopment process. Selected results from the charrette and the complete prioritized SWOT analysis can be found in *Appendix D – Pedestrian Oriented Public Meeting Summary*.

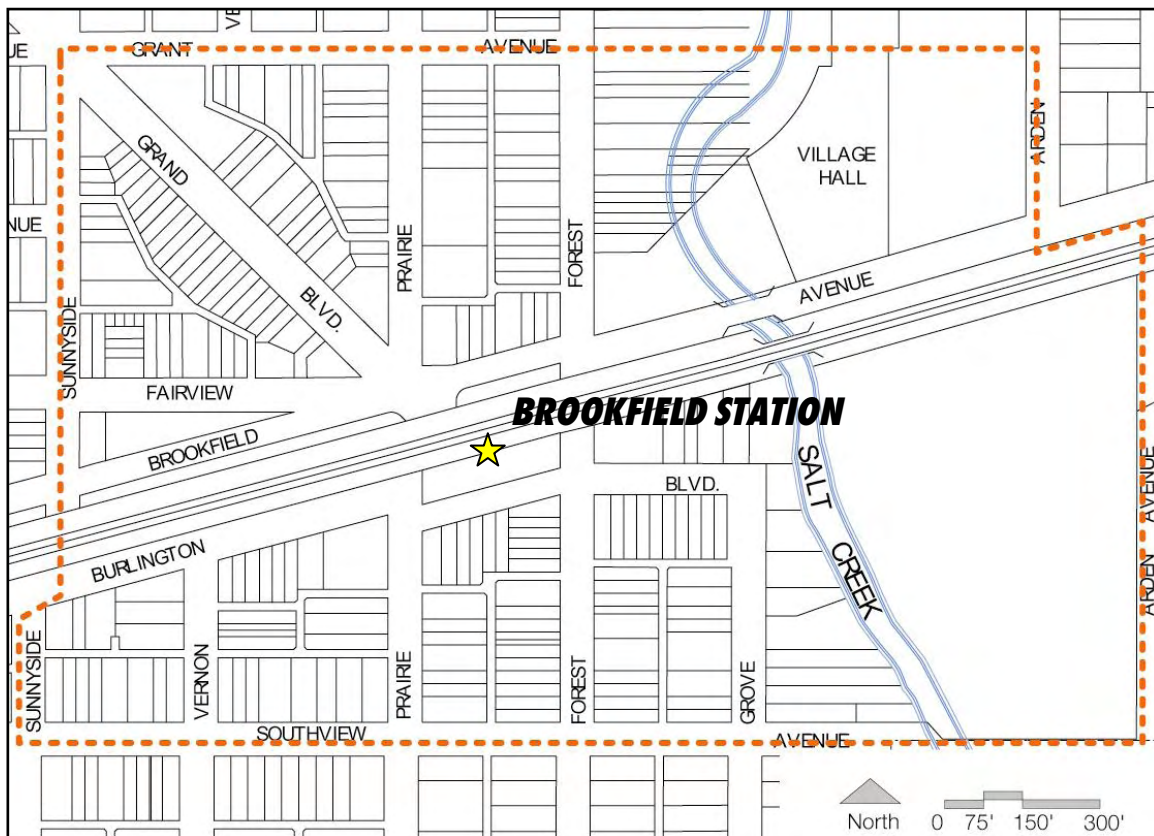


Creating a redevelopment plan for the Hollywood Station.

BROOKFIELD STATION SUBAREA

This section reviews the existing conditions of the Brookfield Station Subarea and the proposed redevelopment recommendations and plans.

The Brookfield Station is the primary Metra station for Brookfield along the Burlington-Northern Santa-Fe (BNSF) railroad line. The station and platforms are in the center of the study area, which extends as far north as Grant Avenue, south to Southview Avenue, with east-west boundaries of Arden and Sunnyside Avenues.



Existing Land-Use

The area around the station is home to a variety of land-uses typical to a transit-oriented development, including cafes and restaurants and commuter convenient uses such as a dry cleaner and the Post Office. Grand Boulevard, between Brookfield and Grant Avenues is the primary commercial and retail block within the corridor, while the adjacent Prairie Avenue houses businesses that are more service oriented, such as a real estate office, beauty salon, and dry cleaner. The commercial uses on Prairie Avenue end at the first alley, north of the six-cornered intersection. Future expansion of commercial uses on this street is limited by the existence of single-family homes on the west and multi-family developments on the east side of Prairie Avenue north of the alley. Several vacant commercial buildings exist along Grand Boulevard, most predominantly at the corner of Grand Boulevard, Fairview, and Brookfield Avenues.

A limited amount of commercial development exists on Brookfield and Fairview Avenues north of the railroad tracks. A new condominium building without first floor commercial space was constructed at the corner of Forest and Brookfield Avenues. New commercial development east of Forest Avenue is unlikely as a result of the gap in commercial uses created by this new building and the location of the historic train station on the next block. Burlington Boulevard, south of the train tracks, also has a limited number of commercial uses, including restaurants, general services, and office uses. Several attached single-family and multi-family residences also exist south of the tracks. This housing is conveniently located close to the station and the downtown, however, only one of these buildings is new and none of the buildings are very dense, despite their close proximity to transit.

The Brookfield Station Subarea contains several parks. The largest open space within the Subarea is the Cook County Forest Preserve's Brookfield Woods Preserve. This preserve continues along Salt Creek

throughout the Village; within the Subarea it is found on either side of Brookfield Avenue in the southeast quarter. Kiwanis Park, which includes active recreational facilities, and Creekside Park are also located within the Subarea. An existing land-use map can be found at the end of this section.

Zoning

The current zoning in the downtown Subarea is C-3 Centralized Commercial District, which is intended to foster the development of a pedestrian-oriented commercial district. The C-3 district, however, allows gas stations by right and requires a special use for outdoor cafes. Upper residential units are permitted by right in this district, but first floor residential development requires planned development approval. Parking regulations require two parking spaces per residential unit, regardless of the unit size. Many of these existing regulations actually serve to hinder pedestrian-oriented development, despite the district's stated intent.

Building Character

As visitors pass through Brookfield for the first time, they will form an opinion of the community. Often visitors judge the desirability of the community through this visual first impression. One way to create a positive first impression is through the character of the buildings. Many first time visitors to Brookfield will see the Village from the train; consequently the buildings along the tracks are especially important in creating a good first impression.

Commercial Buildings

The Subarea's commercial buildings, both mixed-use and single-use, are one to two stories, with one exception south of the railroad tracks. One set-back strip center exists within the Subarea, but the majority of the commercial buildings were constructed with little to no setback. Few of the downtown commercial buildings are new, although numerous buildings have undergone various façade renovations.

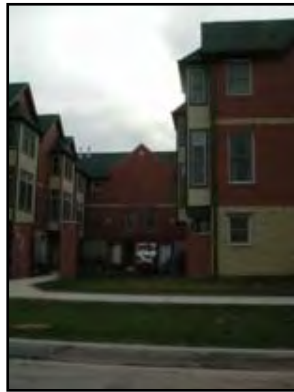
In many cases, these façade renovations have served to hide or remove, rather than improve and enhance, the traditional façade elements found in older pedestrian-oriented commercial districts, such as large display windows, pedestrian-oriented signage, horizontal banding, and parapets. The original façade materials, brick and stone, were also often replaced with building material such as siding and shingles or residential grade materials and hardware, including doors. The traditional character of the downtown has been diminished as a result of these renovations.



Renovations to the existing building facades have covered or removed the buildings' original design elements (left and middle photo). The photo on the right was built as a single-use, single-story building, losing an opportunity to have upper story residential units.

Residential Buildings

The predominant housing type in the Village is single-family detached homes, however several upper floor apartments, multi-family buildings, and new attached single-family residences exist within the Subarea. Several examples of the latter two categories exist east of Prairie Avenue. Stone and brick are the primary façade materials used on these new buildings, which are appropriate materials for the community. While the majority of these buildings are built close to the front property line, few of the newer buildings have a dominant street presence found in traditional buildings, both residential and commercial. Two of the buildings have few to no windows along the sidewalk, the front entry is not always along the street, and the buildings' off-street parking is not always screened from view. Burlington Boulevard east of Brookfield Avenue also has several multi-family and attached single-family buildings with similar characteristics.



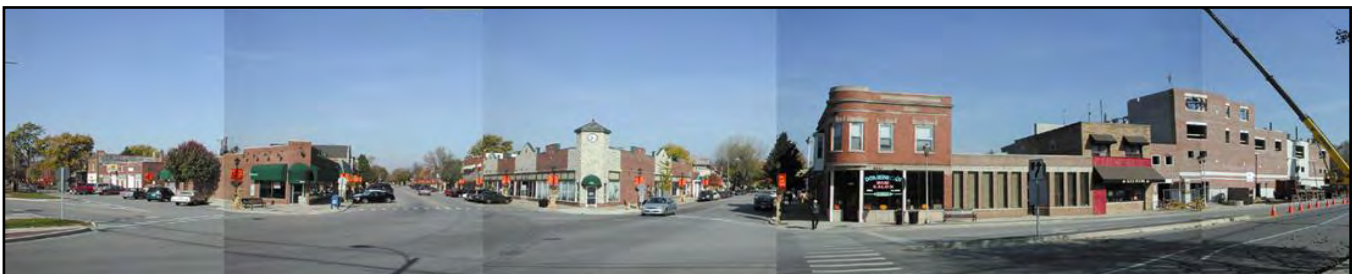
The predominant type of housing in the Village is single-family detached homes, however, several single-family attached and multi-family housing developments are being constructed around the train station. The far left picture is of the newest residential building in Brookfield.

Circulation

Street Character

The heart of the Brookfield Station Subarea is the six-corner intersection of Brookfield Avenue (north-south), Grand Boulevard (runs from the intersection to the northwest), Brookfield Avenue (northeast-southwest), and Fairview Avenue (runs from the intersection west). As illustrated in the picture below, the intersection of these streets is very large and daunting for all travel modes traversing it, but especially for pedestrians. Adding to this difficulty are the poor sight lines as a result of the train tracks being above the grade of the intersection.

While this intersection received a favorable level of service (LOS) rating (a qualitative rating measuring traffic flow) when last studied in 1999, it is designed more for vehicles than for a commuter heading to his or her residence north of the downtown or a potential patron of a Grand Avenue business. The wide pavement lanes of this intersection and the adjacent streets increase the areas of pedestrian-vehicular conflict and make crossing an intersection leg difficult for those with a disability, the elderly, or young children.



View of downtown Brookfield from the southeast corner of Brookfield and Prairie Avenues. This is the view of the downtown one would have immediately after disembarking a westbound train. To a pedestrian, this intersection can appear intimidating, making him or her uncomfortable.

PedZoneSM Analysis

A technique called PedZoneSM was used to analyze the existing pedestrian friendliness of the Brookfield Station Subarea; the resulting illustration can be found at the end of this section. All pedestrian pathways—sidewalks and crosswalks—are classified as one of three zones, depending on their pedestrian friendliness or the level of pedestrian comfort experienced in a given location. Zones designated in green are comfortable pathways that are lined by storefronts built to the lot line or within a few feet of the lot line and are buffered from fast moving vehicles in the travel lanes with on-street parking or landscaping. The yellow or unrewarding pathways are adjacent to parking lots or blank, windowless walls. These areas provide safe passage for a pedestrian, but not an interesting or rewarding journey. In the final designation, the red or automobile-pedestrian conflicted pathways, pedestrians are sharing the same pathways as faster moving automobiles, such as crosswalks and driveways.

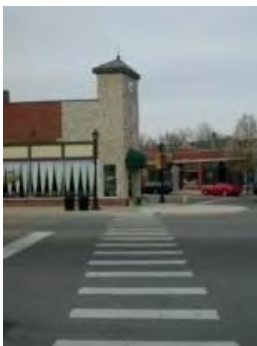
The Brookfield Station Subarea has pedestrian pathways in all three categories. The streets with single-family detached residences are predominantly comfortable routes, as the majority of the streets are alley-loaded and have both on-street parking and landscaping to serve as a buffer between pedestrians and vehicles. Grand Boulevard and Prairie Avenue are also rated comfortable; the buildings are built to the street and most have large display windows. On-street parking again serves as a buffer. The few unrewarding and conflicted



Pedestrian views looking south on Prairie Avenue toward the station and west on Burlington Boulevard directly south of the train station. In both cases, the streets appear very wide and could be difficult to cross for elderly or young pedestrians.

pathways on these streets result from the existence of vacant buildings or lots and curb cuts to alleys, driveways, and parking lots. Brookfield Avenue has the largest quantity of safe, but unrewarding pedestrian pathways as a result of set-back buildings, buildings with little transparency, and no on-street parking to act as a buffer.

Grand Boulevard, as previously stated, is the primary commercial street in the downtown; it serves as a link to the Eight Corners Subarea to be discussed in a later section. Development along Grand Boulevard has been built up to the street, creating a streetwall or framing effect, however, many of the buildings are single-story commercial buildings and many have had their traditional façade elements hidden or removed. Grand Boulevard has a right-of-way of approximately 80 feet, which is wide for a traditional downtown street. This width combined with the many single-story buildings along Grand Boulevard makes it



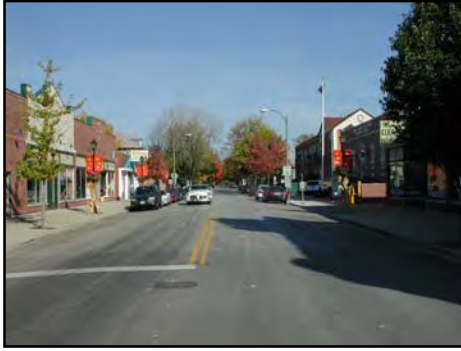
Crosswalk at Grand Boulevard and Brookfield Avenue.



On-street parking buffers pedestrians from the faster moving vehicles in the travel lanes.



Mid-block crossings are a useful tool to break-up long blocks.



View north on Prairie Avenue. The travel lanes on Prairie Avenue are wider than necessary, increasing the distance pedestrians must cross.

appear out of proportion and wider than it really is.

Prairie Avenue traverses the Burlington Northern-Santa Fe tracks adjacent to the Brookfield Station; it is the only grade crossing in the Subarea for either pedestrians or vehicles. While not as wide as Grand Boulevard, the relatively short height of the buildings compared to the space between buildings also makes the street appear wider than it really is. Prairie Avenue has on-street parallel parking buffering pedestrians, however, the sidewalk is interrupted by curb cuts for alley access, as well as for access to a residential parking lot.

The primary east-west street south of the tracks is Burlington Boulevard. Similar to Brookfield Avenue on the north side of the BNSF line, the street has head-in Metra parking along the tracks and a mix of uses on the other side, including both residential and commercial uses. Burlington Boulevard serves as an access to not only Metra parking, but also the kiss and ride areas. Traffic flow is complicated during rush hour as Burlington Boulevard is offset on either side of Prairie Avenue. This also makes the area very difficult for pedestrians.

Existing Streetscape Enhancements

Pedestrian scaled lighting coupled with banners are the only regularly used streetscape element; benches and street trees can be found in limited locations. Diagonal parking lines both sides of Grand Boulevard, buffering pedestrians on the sidewalks and serving the adjacent

businesses. The existing streetwall and the off-street parking create a fairly rewarding pedestrian environment. The block between Brookfield Avenue and the next cross street, Grant Avenue, is very long, but it is broken up with a well-placed mid-block crossing.

Parking

There are approximately 425 on-street, non-Metra parking spaces within the Subarea. During several weekday (morning and evening) observations of the Subarea, the on-street spaces were generally available. In the residential areas around the station, on-street parking requires a permit to park between the hours of 7 and 9 AM to discourage commuter parking and reserve these spaces for local residents and their guests. The restricted permit parking also promotes the use of the paid Metra parking facilities. A municipal owned parking lot on Prairie Avenue south of Burlington Boulevard serves the local businesses during the day and the restaurants and bars in the evening.



Light poles with banners are an excellent way to announce the identity of an area and upcoming special events.

Transit

Almost 100 commuter trains pass through the Village of Brookfield per day during the work week. The Brookfield Station has the highest number of train stations and ridership of the three stations within the

Village. The approximately 250 dedicated parking spaces for Metra riders, divided into five lots of which four are permit only and the fifth is a pay lot (\$1/day), are almost filled to capacity during the work week by the approximately 660 daily commuters. The Brookfield Station houses the only ticket window in Brookfield.

Brookfield Station is currently undergoing cosmetic renovations, including new paint and landscaping. The station experiences the same challenges as many other Chicago area Metra stations; a high number of users access the station by automobile, consequently, adequate and convenient parking is in high demand. Meeting this demand in an established community is difficult due to limited vacant land. Creative parking solutions can ease the burden, as can the promotion of other travel modes, including bicycling, walking, and Pace (Route 331 serves the station, along Prairie Avenue).

BNSF RIDERSHIP COUNTS, OCTOBER 2002

STATION	Miles	Inbound Trains		Outbound Trains		All Trains	
		Ons	Offs	Ons	Offs	Ons	Offs
Aurora	37.5	1,646	0	0	1,577	1,646	1,577
Route 59	31.6	4,989	15	12	4,961	5,001	4,976
Naperville	28.5	3,658	47	76	3,737	3,734	3,784
Lisle	24.5	2,146	32	58	2,139	2,204	2,171
Belmont	22.6	1,422	20	28	1,411	1,450	1,431
Downers Grove, Main St	21.2	2,295	38	76	2,244	2,371	2,282
Fairview Avenue	20.4	426	16	19	400	445	416
Westmont	19.5	1,187	52	56	1,184	1,243	1,236
Clarendon Hills	18.3	864	19	21	859	885	878
West Hinsdale	17.8	316	1	1	261	317	262
Hinsdale	16.9	999	56	48	1,011	1,047	1,067
Highlands	16.4	210	3	3	193	213	196
Western Springs	15.5	1,045	26	20	1,029	1,065	1,055
Stone Avenue	14.2	987	17	12	877	999	894
LaGrange Road	13.8	1,297	60	56	1,325	1,353	1,385
Congress Park	13.1	118	0	0	76	118	76
Brookfield	12.3	603	40	57	645	660	685
Hollywood (Zoo Station)	11.8	119	7	10	93	129	100
Riverside	11.1	407	120	31	442	438	562
Harlem Avenue	10.1	501	44	31	456	532	500
Berwyn	9.6	665	66	179	740	844	806
LaVergne	9.1	197	2	4	183	201	185
Clyde	8.5	57	23	14	45	71	68
Cicero	7.0	208	86	73	213	281	299
Western Avenue	3.8	6	69	71	8	77	77
Halsted Street	1.8	2	35	39	0	41	35
Union Station	0.0	0	25,476	25,114	0	25,114	25,476
Total Riders		26,370	26,370	26,109	26,109	52,479	52,479
Passenger Miles		596,644		588,634		1,185,278	
Average Trip Length (miles)		22.6		22.5		22.6	

Burlington Northern-Santa Fe Ridership Count, taken by Metra on October 30, 2002.

Proposed Redevelopment Plans

The redevelopment plans for the Brookfield Station Subarea, found at the end of this section, are long range, illustrative plans to guide growth and change. Redevelopment of the Brookfield Station area will occur over time and most likely in phases, as constructing a new building or renovating a façade can be expensive endeavors. It is important to prioritize opportunities and work to achieve short-term changes, such as requiring pedestrian oriented signage and well-screened, landscaped parking lots. These simpler steps toward redevelopment can help build momentum for the projects on a greater scale and show progress toward the larger redevelopment goals.

Zoning

During the public process, there was a desire among residents to attract more entertainment type commercial uses to downtown Brookfield, including restaurants, theatre, and an art studio, and more retail uses such as a bookstore. Many residents also believe there is an opportunity to attract more people into the downtown with mixed-use development (commercial on the first floor and residential or office uses on the upper floors). To achieve the right mix of uses, it is important to review the existing zoning regulations.

Revise Permitted and Prohibited Uses

As previously stated, the C-3 Centralized Commercial District is intended to foster the development of a pedestrian-oriented commercial district. The C-3 district, however, allows gas stations by right and requires a special use for outdoor cafes, which seems to contradict its stated intent. On the other hand, the district allows residential on the upper floors of mixed-use buildings by right an important element in pedestrian-oriented areas. The uses in the C-3 district should promote the development of businesses that are compatible with its intent.

Encourage Residential Development in the Study Area

Residential uses on the first floor in the C-3 district are prohibited without planned development approval. It is a good idea to limit first floor residential on the core retail streets within the downtown, such as Grand Boulevard, but on the side streets this type of residential development should be encouraged, including Sunnyside, Fairview, and Grant Avenues. Creating an overlay district that designates where which types of residential development (first floor or upper floors only) are most appropriate will encourage residential development without a lengthy zoning process.

Create Bulk Requirements Appropriate for a Mixed-Use, Transit-Oriented Area

Bulk regulations must also be reviewed to better fit with the Village's redevelopment vision. Consensus at the public meetings was for up to four-story buildings in the downtown, however, the Zoning Code restricts buildings to a maximum of three stories.

Establish Parking Regulations Unique to a Mixed-Use, Transit-Oriented Area

The current code requires two off-street parking spaces per residential unit, regardless of the unit's size (number of bedrooms). One space per one- and two-bedroom unit is more appropriate. In a transit-oriented, pedestrian friendly downtown, different standards should be applied than if the same square footage of development occurred elsewhere in the community. Residents on the upper floors of mixed-use buildings in the downtown have most likely chosen to live in this location to take advantage of Metra to access their place of employment; the automobiles of these residents may not be moved during the day. Dedicated residential spaces, in the rear of the building or internal to the building, are required. Employees of the businesses in the mixed-use buildings should have access to parking in nearby municipal lots, such as the lot south of Burlington Boulevard on Prairie Avenue. Some of the dedicated spaces in the rear of the building or internal to the buildings can also be dedicated to employees. Visitors of the residents and business patrons can take

advantage of the on-street parking and share any remaining off-street parking.

Building Character

The SWOT analysis performed at the first public meeting for the pedestrian-oriented subareas highlighted the importance of the downtown's high visibility from the train. It was also said that the appearance of the downtown in the evening and at night is not welcoming as few businesses have evening hours and the area appears dark. Since many visitors will first see Brookfield as they pass by on the train, it is important to create a favorable first impression day or night.

Focus Redevelopment Efforts on the Properties Along the Train Tracks

The highest priority areas for redevelopment in downtown Brookfield are the lots around the intersections directly north and south of the tracks, as these are highly visible to thousands of commuters who pass by each day. Buildings in these areas are shown on the illustrative plans to be constructed to the property lines with rear parking accessed from alleys and side streets or internal parking areas to prevent gaps in the streetwall. The buildings at the intersections should be mixed-use buildings of three- to four-stories, especially the corner buildings, as these help to define the rest of the block. The upper floors of these new buildings provide additional space for residential units, creating an area that is active during both business and evening hours.

West of the intersection on both Brookfield Avenue and Burlington Boulevard, new residential buildings are proposed. Also built to the street, these buildings provide residential units in close proximity to the conveniences of the downtown and the train station. It is important to provide a variety of types of housing in the redeveloping downtown, including rental and for sale apartments and townhomes. Parking for these residential buildings should be internal to the new buildings or in the rear of the buildings off the alleys to limit the number of gaps in the streetwall and to

reduce the number of shared vehicular-pedestrian pathways.

Encourage the Use of Traditional Façade Design in Both New Construction and Building Renovation

The highest rated images in the Image Preference Survey possessed similar traits; they were developed with traditional façade elements. These elements, such as large storefront display windows, horizontal banding, and vertically hung windows on the upper floors with horizontally repeating windowsills, provide a building with character and depth. The façade of the building is also critical in creating a positive first impression of an area.

Create a Set of Design Guidelines that Reflect the Community's Character Preferences

Traditional design element preferences can be illustrated through a set of Design Guidelines, which can be used to shape redevelopment through new construction and building rehabilitation. Design Guidelines are generally not codified, such as a building or zoning regulations. Use of the Guidelines can be encouraged through the development of a municipal downtown façade rehabilitation grant program, which requires compliance for funding. Several elements within the Guidelines can also be incorporated into the Zoning Ordinance, including building placement on the lot (setbacks) and landscape screening of parking lots and loading zones. A set of Design Guidelines for the pedestrian-oriented subareas in Brookfield is included in this report.

Circulation

This redevelopment plan also focuses on improving circulation around the train station and the downtown by better defining pedestrian and vehicular pathways and through aesthetic improvements such as cohesive streetscape enhancements. These

improvements will also help visitors create a positive first impression of the area.

Create Clear Pathways through the Proposed Roundabout

Clear circulation paths are critical in a pedestrian-oriented area—for both vehicles and pedestrians. The installation of a mini-roundabout in the intersection north of the tracks slows the speed of vehicles as they pass through the downtown.

Roundabouts are useful in pedestrian-oriented areas as they force pedestrians to pay attention when crossing the street, rather than automatically moving when the walk signal is illuminated or a car comes to a stop at the crossbar.

Splitter islands, dividing the lanes entering and exiting the roundabout, provide a spot of refuge for those pedestrians unable to cross the travel lanes in one movement. The splitter islands also serve the function of allowing a pedestrian to cross with one-way traffic flow. The crosswalks are raised in the proposed plans and are created with different pavement markings to further highlight pedestrian paths. The roundabout should only be considered after appropriate engineering and safety studies have been conducted.

When designing a roundabout in close proximity to railroad tracks, it is important to prevent traffic from being forced to stop on the tracks. This can be handled through the placement and timing of the gates. If traffic volumes were to significantly increase on Prairie Avenue, a bypass lane or separate right turn lane can be created to funnel traffic away from the tracks.

South of the train tracks, the intersection of Burlington Boulevard and Prairie Avenue is realigned to remove the current jog in Burlington Boulevard. Many residents reported that the intersection was difficult to traverse, especially during peak traffic hours. To further assist pedestrians, the redevelopment plans illustrate the reduction of the crossing distance on Burlington Boulevard, shifting Metra parking to the



The pedestrian pathways around a roundabout should be clearly marked by using a different road material to highlight the crosswalks and splitter islands, as is shown above.



Signs should be installed on the approaches to a roundabout to ensure that a driver knows how to operate within the traffic control device and for directional information, such as street names or important locations.

north and adding a landscaped median (and additional Metra parking), which serves as a pedestrian refuge area.

Design and Install Streetscape Improvements

Aesthetic improvements are also important when creating a pedestrian-friendly environment as they make an area more interesting and provide functional benefits such as shade and appropriate lighting. The streetscape enhancements in the Brookfield Station Subarea redevelopment plan include wider sidewalks, bulb-outs, and the maintenance of on-street parking. These features help to define the pedestrian realm and create a buffer between the faster moving vehicles and the pedestrians. Street furniture, such as benches, trash receptacles, and bike racks, and pedestrian scaled lighting should also be included in the streetscape design. When selecting these elements, it is not necessary for the pieces to

be identical, but each piece should fit into the larger theme or design for an area.

Limit New Curb Cuts on Key Pedestrian Streets

Existing curb cuts should be shifted to alleys and side streets to reduce the gaps in the streetwall, creating a more pleasant and a safer pedestrian environment. Existing parking lots adjacent to the right-of-way should be screened using landscape and decorative fencing. New curb cuts, especially on Grand and Burlington Boulevards and Prairie and Brookfield Avenues, should be avoided.

Use Wayfinding Signs to Direct Visitors to Areas of Interest

Wayfinding signs are also important features in a pedestrian-oriented downtown; they should be both attractive and useful. The Village of Brookfield is fortunate to have the Brookfield Zoo. Signage should direct visitors, regardless of how they arrived, to the area's attractions. A critical new connection, illustrated in the redevelopment plan, is a pathway along the north side of the railroad tracks that links the downtown to the Hollywood Station and the Zoo Walk. The creation of this pathway will require the assistance of the Burlington Northern – Santa Fe Railroad (BNSF), as a portion of the pathway is on their right-of-way. Landscape screening and decorative fencing will be required as a safety buffer.

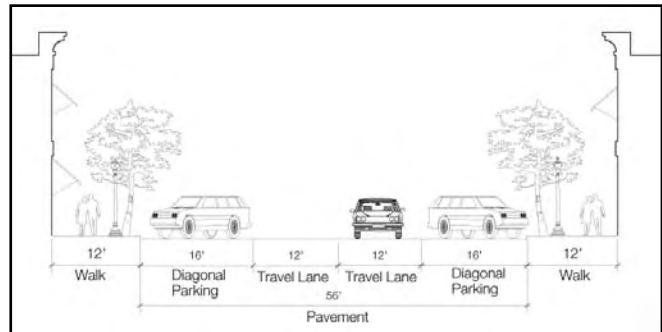
Circulation Around the Train Station

The heart of the pedestrian-oriented downtown is the Brookfield Station. The PedZoneSM analysis of existing conditions highlights that the pedestrian pathways around the station are unrewarding or in conflict with vehicles. The illustrative redevelopment plans highlights several changes to the area immediately around the station to improve pedestrian access, as well as vehicular and bicycle facilities.

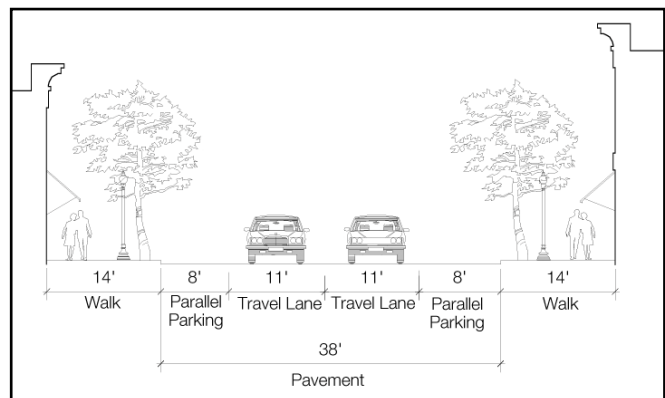
Create a Continuous Pathway for Pedestrians Over the Tracks

A pedestrian overpass is recommended to create a constant path for commuters and

shoppers to access the platform, parking, and shops on both sides of the tracks. The overpass is designed with ramps to serve



Proposed street section for Prairie Avenue.



Proposed street section for Grand Boulevard includes wider sidewalks, street trees, and pedestrian-oriented lights.

wheelchairs and strollers.

Increase the Quantity of Metra Parking

Additional parking is shown south of the station. This parking creates spaces for those traveling to the station by car and allows the alignment of Burlington Boulevard. It is strongly recommended that this parking be a pay lot during weekday commutes and open to the public in the evenings and on weekends, as its creation reduces on-street diagonal parking to parallel parking on Burlington Boulevard. Additional vehicular parking can be developed along the BNSF right-of-way on the south side of Brookfield Avenue, as it is needed. Many of these changes along the railroad will require coordination with the BNSF line, as some of the improvements encroach upon their right-of-way.

Create Sufficient and Convenient Bicycle Facilities

A new bicycle parking facility is proposed west of the Brookfield Station. Bicycle parking currently exists, but it is not sufficient. On several occasions, it was observed that bicycles were parked in other non-designated locations along the tracks. Creating a clearly designated area with good equipment may remove a barrier for many potential cyclists. Improving circulation in and around the station for all modes of transportation may help to increase Metra ridership.

Work with Pace to Increase Service in the Subarea

Pace currently serves the Subarea with Route #331 – Cumberland – 5th Avenue. There is a desire on the part of Village of Brookfield to have shuttle service between the Metra stations, downtown, and Brookfield Zoo. An adjusted Pace route could also serve this function. The Village should work with Pace to review the routes through the community and the pedestrian-oriented subareas.

The impact of these improvements can be seen in the Proposed PedZoneSM Analysis found at the end of this section.



Commuters use both light posts and signposts to lock their bicycles.

Figure 14:
 Brookfield Station Subarea: Existing Conditions

The Brookfield Station Subarea is the heart of the Village, serving as its civic center and traditional downtown commercial district. It is surrounded by single-family residential development, which is the predominant housing type in the Village. The Metra station is the most active of Brookfield's three stops along the Burlington Northern-Sante Fe line.

Many first time visitors to Brookfield see the downtown through the windows of the commuter trains. While the downtown does attract residents and visitors to its shops, entertainment, and services, in order for downtown Brookfield to be the active and vibrant area that residents described in the public process, it is important to resolve six outstanding issues.

- 1 C-3 Centralized Commercial District permits uses inappropriate for a pedestrian-oriented area.** The existing zoning district is intended to foster the development of a pedestrian-oriented commercial district. For the most part, this designation is achieving its goal, however, the permitted and prohibited uses should be reviewed. Gas stations, for example, are permitted within the district, but outdoor cafes require a special use permit. Special attention should also be given to bulk regulations, such as parking, which currently does not consider C-3 designated districts as unique with on-street parking, public parking lots, and a mix of uses.
- 2 Create a positive first impression of the downtown.** Visitors to the Subarea will form a quick opinion based on their visual first impression. Several factors form this visual impression; one of the most important is the appearance of the buildings. Given that many visitors will see the Subarea for the first time from the train, the appearance of the buildings is particularly important along the tracks.
- 3 Building character in the downtown has been diminished.** Building facades play a large role in creating a positive first impression of an area. Many of the commercial and residential buildings within the Subarea have undergone renovations that diminished their original character and traditional design elements, such as cornices and large storefront windows. Several of the newer buildings were developed without these elements that help make an area more attractive, especially to a pedestrian, including small to no set-backs and design elements such as large windows and horizontal and vertical banding that divide the facade into a more pedestrian scale.
- 4 Key intersections are not pedestrian friendly.** During the public process, many residents commented on the difficulty in traversing the streets and intersections directly north and south of the train station. The PedZone Analysis in the lower left corner of this page illustrates that these intersections are rated as unrewarding and many of the pathways are shared with faster moving vehicles. The Subarea will not attract business patrons and new residents if it is difficult to traverse. These pedestrian hostile intersections may also impact travel modes of Metra riders.



- 5 Inconsistent streetscape enhancements.** As was previously stated, the appearance of an area's rights-of-way, especially the pedestrian zones, play a role in the formation of a first impression. Current installations of parkway trees are inconsistent in both type, size, and placement. When installed comprehensively, streetscape elements can help attract visitors by drawing them down a corridor. The banners on the pedestrian light poles on Grand Avenue serve this purpose and make the pathway more rewarding, as is evident by the comfortable rating it received in the PedZone Analysis.
- 6 Poor circulation for all travel modes around the train station.** The Brookfield Station should be easily accessible by all modes of travel, pedestrian, vehicular, and bicycle. Vehicular parking around the station is almost used to its capacity, which is limited due to the station's location in an established downtown. A large commuter lot is located northeast of the station. While this lot provides the largest concentration of parking, it requires crossing busy Brookfield Avenue and the tracks for those commuting to and from Chicago. Secure bicycle parking is also limited around the station, as is evident by cyclist use of sign posts and trees as bicycle racks.

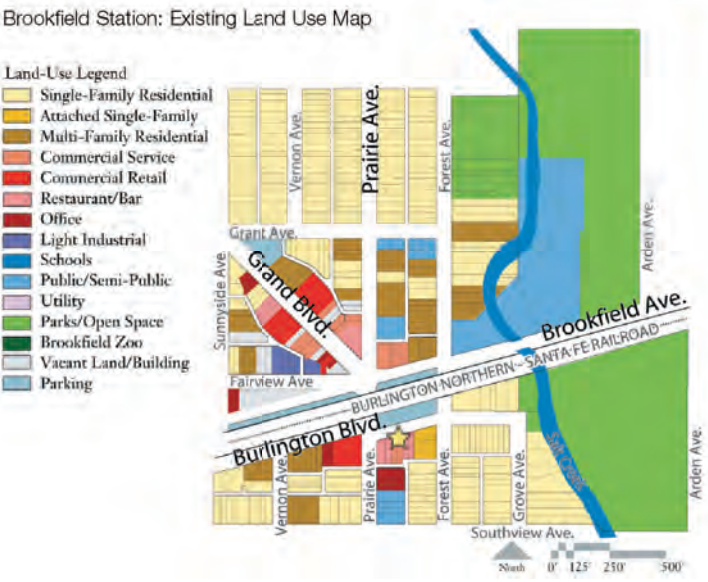
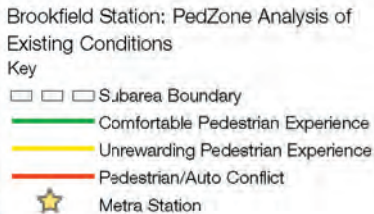
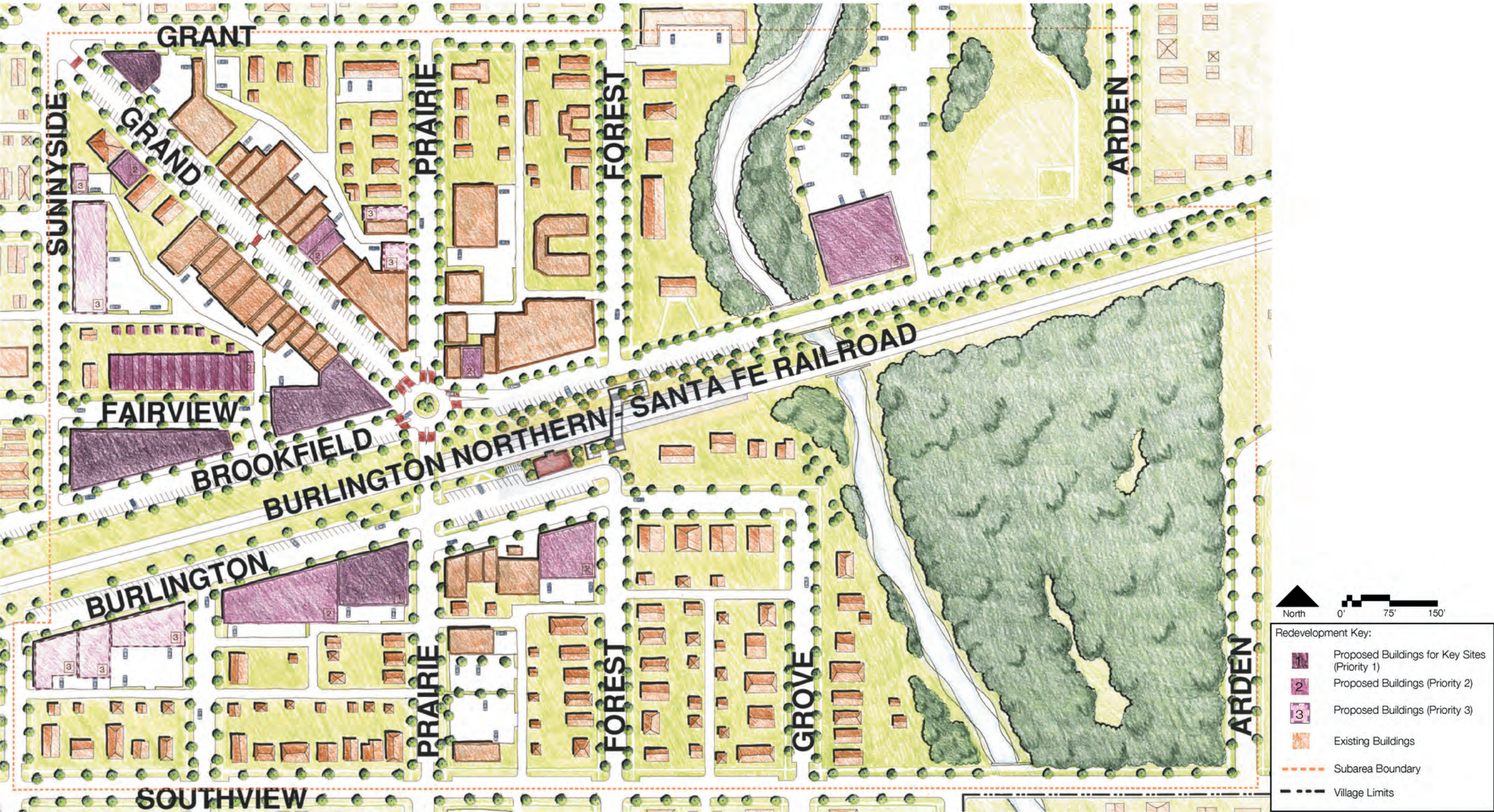


Figure 15:
 Brookfield Station Subarea: Illustrative Redevelopment Plan



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Figure 16:
 Brookfield Station Subarea: Illustrative Redevelopment Plan

Brookfield Station

The redevelopment plans aim to improve two aspects of the study area. First, improve circulation in and around the station. Bulb-outs shorten the distance pedestrians and vehicles share a path and create large pedestrian spaces and landscaping opportunities. Installing a mini roundabout in the center of the intersection reduces the amount of pavement, assists with both pedestrian and vehicular traffic flow, and improves the appearance of the intersection. Fairview Avenue,

which currently flows into the intersection, is rerouted to meet Brookfield Avenue west of the newly created roundabout. This not only reduces confusion at the intersection by reducing potential turning movements, but creates a large redevelopment site at a prominent corner. The redevelopment of this site helps to achieve the second goal of this plan, to create positive first impressions of the area.



Figure 17:
Brookfield Station Subarea: Illustrative Redevelopment Plan

First Impressions

Thousands of commuters use Metra as their transportation to work each day. Many commuters will see Brookfield for the first time when passing through on the train. The most visible intersections from the train are those directly north and south of the tracks. The buildings on these intersections should be redeveloped to be prominent features in the downtown, built to the property lines with traditional design elements that can help attract potential patrons, such as large storefront windows and pedestrian scaled signage.

Streetwall

A streetwall helps to create a rewarding pedestrian environment by providing interesting views into shops or of different architectural design elements and by reducing locations of pedestrian and vehicular conflict by limiting curb cuts to parking lots, drive-thrus, and delivery areas. Along Grand Boulevard and Prairie Avenue, vacant lots should be constructed with 2- and 3-story buildings. Curb cuts should be realigned to alleys and side streets, when possible, to minimize potential locations of conflict.

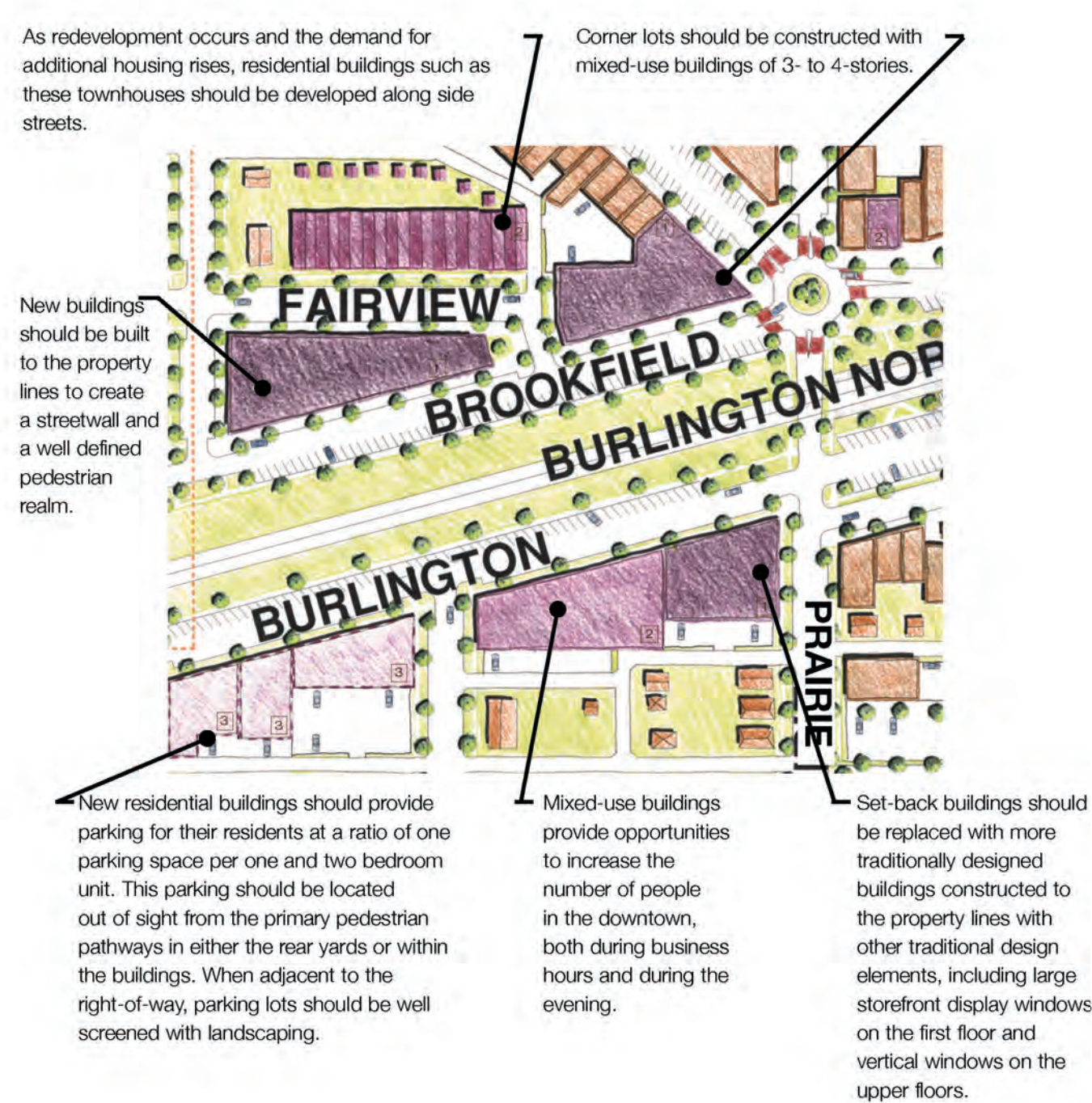
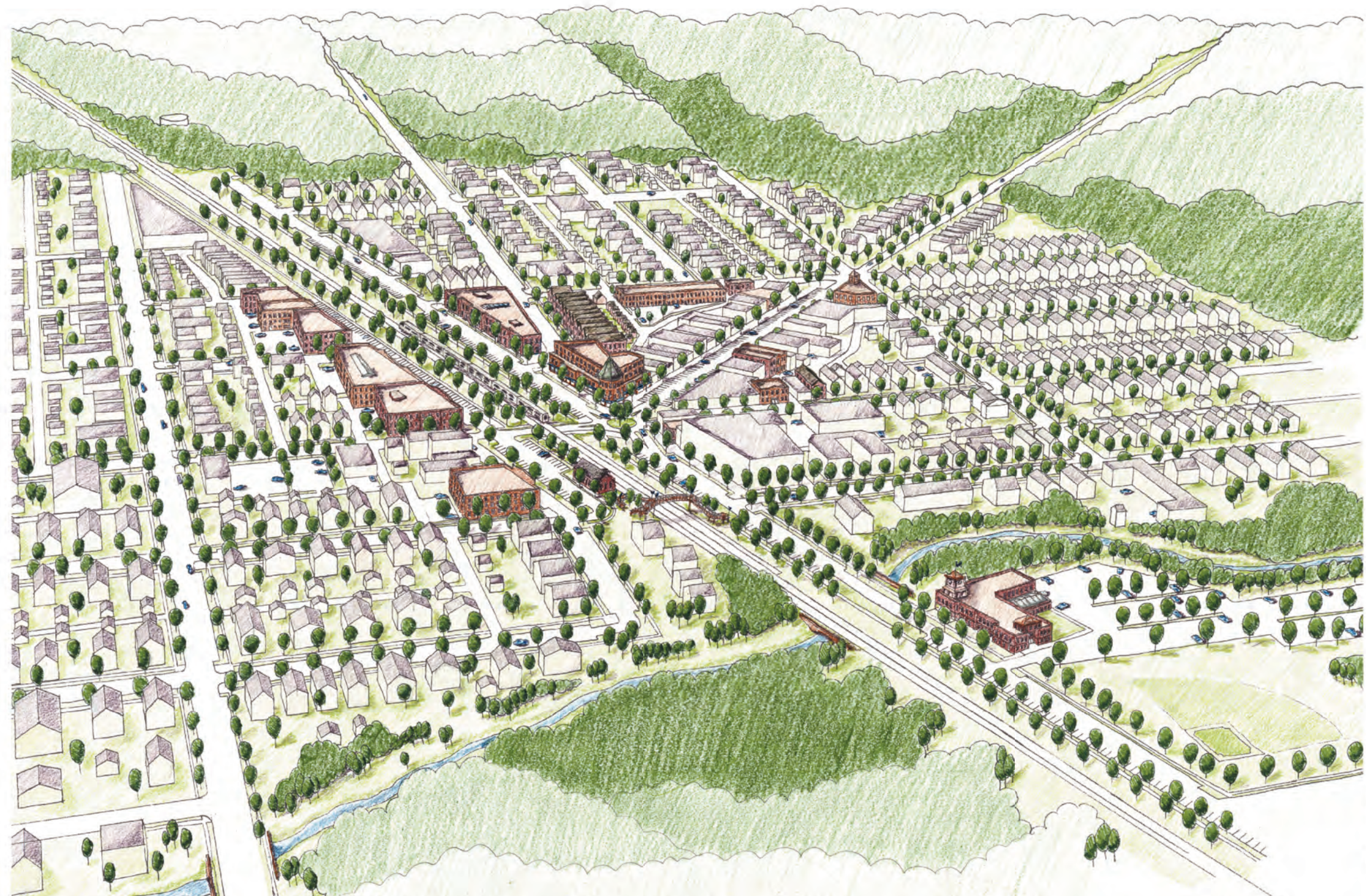


Figure 18:
Brookfield Station Subarea: Illustrative Redevelopment Plan



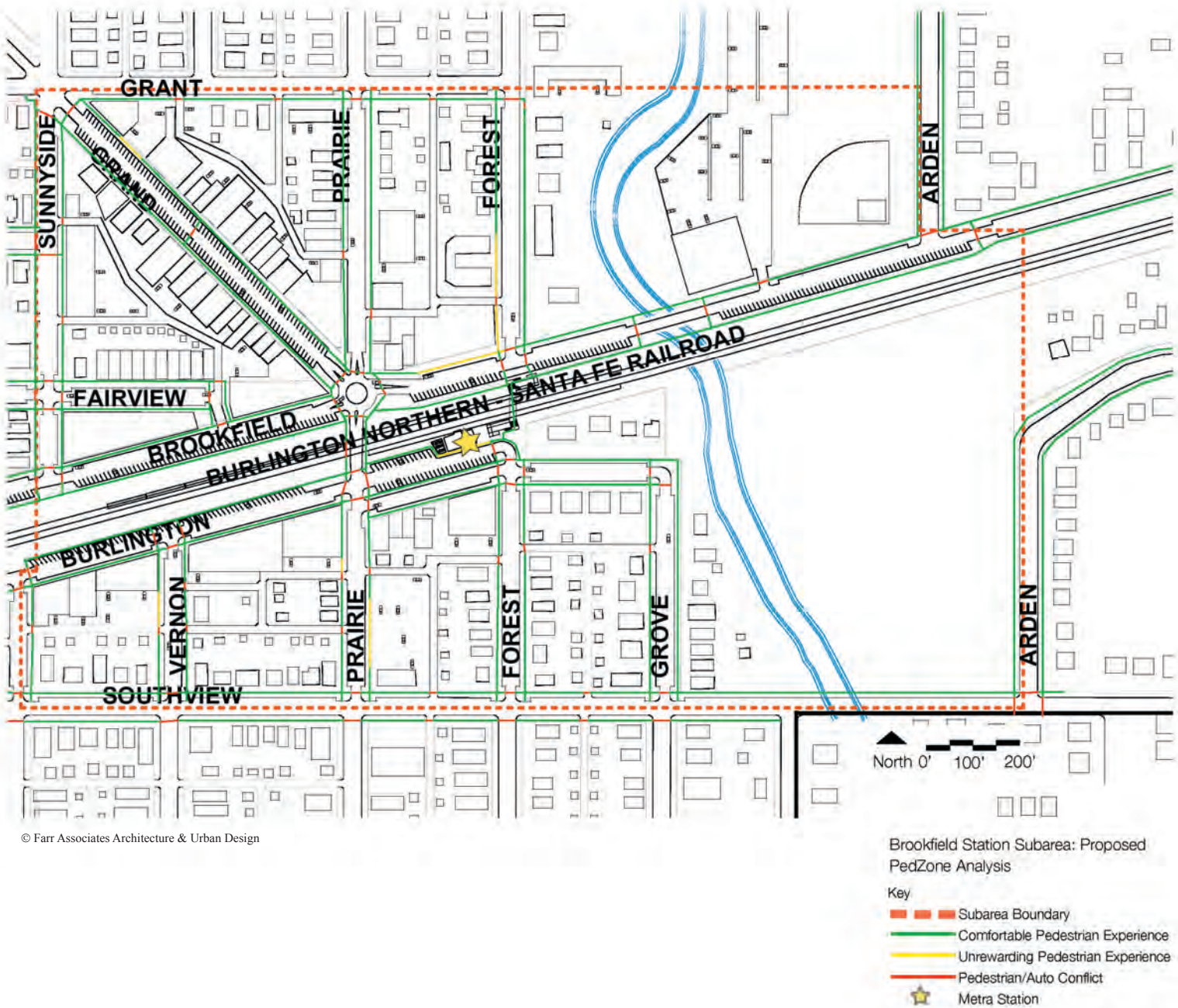
Western view of the Brookfield Station Subarea. The addition of new mixed-use and residential buildings northwest of the train station not only provide an opportunity to increase the number of residents within the area, but the height and design of the buildings draw one's attention into the Subarea. The roundabout also serves this function.

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Figure 19:
 Brookfield Station Subarea: Redevelopment Plan

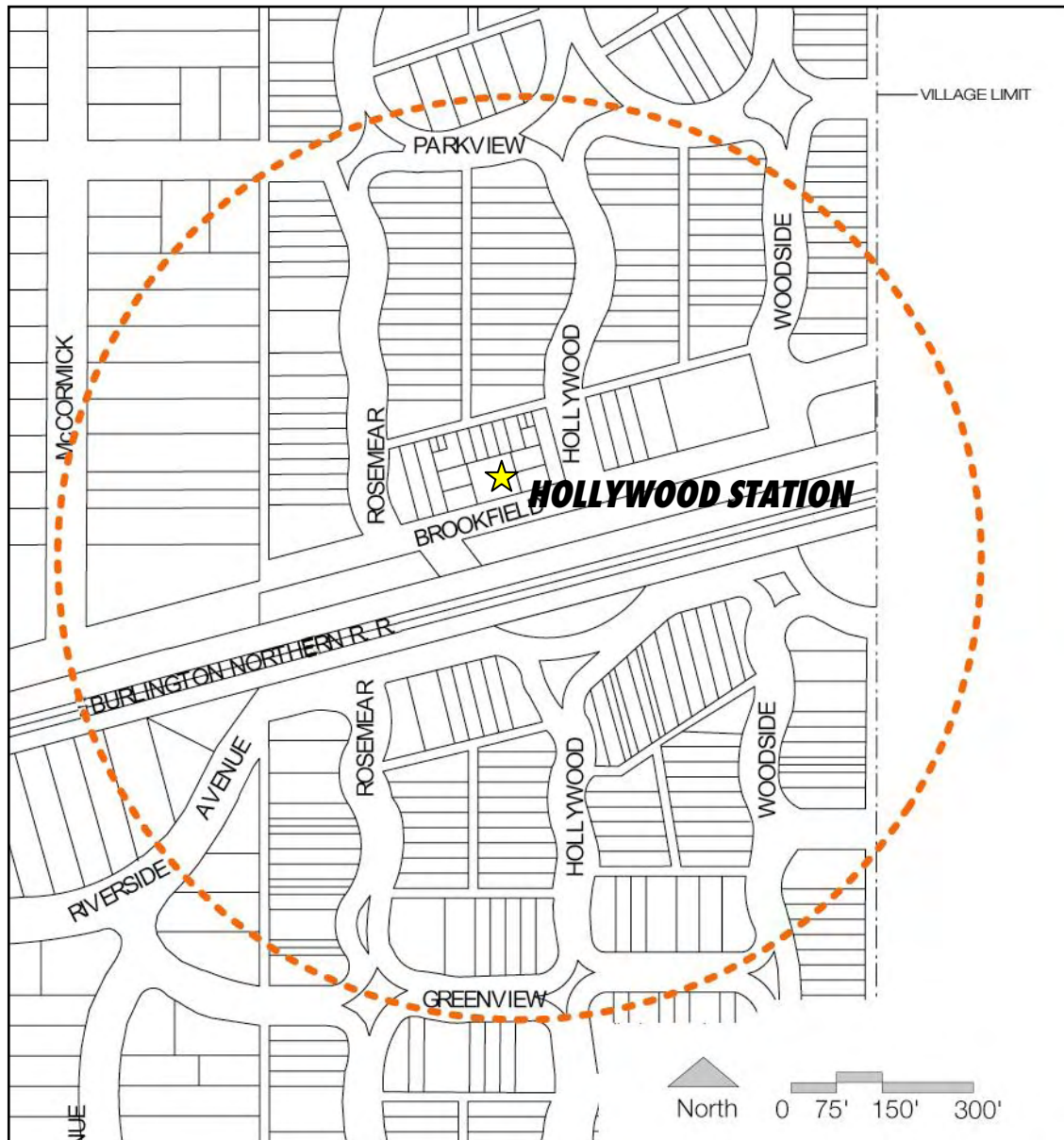
Redevelopment Plan Summary Table

Issue	Action
1. C-3 Centralized Commercial District permits uses inappropriate for a pedestrian-oriented area.	1a. Revise permitted and prohibited uses. 1b. Encourage residential development in the study area by designated streets appropriate for residential development. 1c. Create bulk requirements appropriate for a mixed-use, transit-oriented area. 1d. Establish parking regulations unique to a mixed-use, transit-oriented area.
2. Create a positive first impression of the downtown.	2. Focus redevelopment efforts on the properties along the train.
3. Building character in the downtown has been diminished.	3a. Encourage the use of traditional facade design in both new construction and renovation. 3b. Create a set of design guidelines that reflect the community's character preferences.
4. Inconsistent streetscape enhancements.	4. Design and install streetscape improvements.
5. Poor circulation for all travel modes around the train station.	5a. Create a continuous pathway for pedestrians over the tracks. 5b. Increase the quantity of Metra parking. 5c. Create sufficient and convenient bicycle facilities. 5d. Work with Pace to increase service in the Subarea.
6. Key Intersections are not pedestrian friendly.	6a. Create clear pathways through the proposed development of a roundabout. 6b. Limit new curb cuts on key pedestrian streets. 6c. Use wayfinding signs to direct visitors to areas of interest.



HOLLYWOOD STATION SUBAREA

The Hollywood Station is the easternmost of the three Metra stations in the Village of Brookfield. This station, often referred to as the Zoo Stop, serves the easternmost residents of the Village and Brookfield Zoo, which is located approximately a half-mile north of the station.



The boundaries of the Hollywood Station Area go as far as the Village limits to the east, Parkview Avenue to the north, Greenview Avenue to the south, and McCormick Avenue to the west.

Existing Land-Use

The area around the station is predominantly comprised of single-family residences; the residential street pattern in these neighborhoods resembles that of Riverside, with curving streets and landscaped medians. The north side of Brookfield Avenue between Rosemead and Woodside Avenues is the exception; along this block is a mix of uses ranging from multi-family housing to office and light industrial uses.

There are no vacant parcels along Brookfield Avenue in the Subarea, however, a few sites are underused leaving room for additional commercial and residential uses. The lack of vacant property and the low traffic counts in this area will prevent all but a few additional commercial uses to the area. Its proximity to the downtown and transit, however, make it attractive for additional residential units.

Zoning

The current zoning designation for this area is C-6 Restricted Special Service District. The permitted commercial uses in this district are limited as the name implies. A gas station with a small convenience store or mini-mart, a use that is not appropriate for a pedestrian-oriented area, is permitted in C-6. Upper story residential units are permitted by right, but not other residential buildings types, such as townhomes or duplexes. The parking requirement for residential development is two spaces per unit.

Building Character

As previously stated, the majority of residential buildings in the Subarea are single-family detached residences; these structures are older homes that appear to be well maintained. The existing multi-family and single-family attached buildings on Brookfield Avenue are in need of some maintenance; they were developed in the mid-to-late 1900s and their façade materials make the buildings appear outdated. These buildings are all a maximum of two stories.



Two examples of good, mixed-use corner buildings.



Example of an existing residential development that is oriented toward a courtyard, rather than the street.



Single-story buildings do not allow for additional uses, such as residential or office.

All of the non single-family residential buildings are one or two stories. Unlike the downtown or the area around the Eight Corners, the buildings in this area range in styles, façade materials, and age. All but two of the more modern structures are built to the street and have retained many of their traditional façade elements that make an area interesting for pedestrians. As with the multi-family and attached single-family buildings, the façade materials of several of the commercial buildings have become outdated and need to be updated.

Like the Brookfield Station Subarea, the majority of first time visitors will see this area while passing through on the train. It is important to create a positive first impression in the mind of these visitors to entice them off the train and into the neighborhoods, local cafes, and Zoo.

Circulation

Street Character

The primary street within the Hollywood Station Subarea is Brookfield Avenue, which connects the Subarea with the nearby Brookfield Station, a half-mile to the west. The BNSF railroad tracks run along the southern edge of this street. Hollywood Avenue, which runs north south, is the only crossing over the railroad tracks within the Subarea; the next closest crossing is Prairie Avenue. The rights-of-way within the study area are not as wide as other areas within the Village, however, the travel lanes for vehicles are wider than necessary increasing the distance pedestrians must traverse to cross the street.

Brookfield Avenue runs east west through the Subarea, but turns to the north near the Village's limits, leaving eastbound travelers with a terminal view of the garages of Hollywood Motors Inc. The street is dominated by parking, both head-in parking for Metra and on-street parallel parking for the adjacent businesses and residences. As a result of the head-in parking along the train tracks, sidewalks only exists on the north side of the street.

Hollywood Avenue is primarily a residential street. Hollywood serves as the first leg of the Zoo Walk, the path visitors traveling by train take to the Zoo. During peak months, the Hollywood Station Subarea serves many pedestrians, including families and school groups.

During the public process, several residents commented on a lack of connection or linkage to the Zoo, ranging from poor wayfinding signs between the station and the Zoo, and a desire for a shuttle between the station and the Zoo and Zoo themed street furniture.



Hollywood Avenue is the first leg of the Zoo Walk from the Station.



The terminal view on Brookfield Avenue is Hollywood Motors, Inc.

PedZoneSM Analysis

Brookfield Avenue and the surrounding residential streets experience limited traffic flow through the Subarea, so pedestrian flow is relatively unhampered. However, much of the pedestrian pathways are unrewarding, particularly along Brookfield Avenue. This is illustrated in the PedZoneSM Analysis diagram found at the end of this section.

As is evident by the PedZoneSM Analysis, the residential neighborhoods surrounding the platforms are rated as comfortable pathways. In these areas, pedestrians can walk uninterrupted along attractive single-family homes buffered by both landscaping and on-street parking. However, large sections of Brookfield Avenue are designated safe, but unrewarding pedestrian pathways. While these paths are not in conflict with vehicles, they are uninteresting or unrewarding as a result of setbacks or vacant buildings. A few curb cuts, potential locations of vehicle-pedestrian conflict, exist along Brookfield Avenue.

Conflicted paths also exist for commuters and Zoo visitors walking from the platform to the Zoo and to the surrounding

residences. The pathways immediately surrounding the station are unrewarding or have pathways shared between pedestrians and vehicles. Given the importance of this area as a pedestrian-oriented subarea and a key link in connecting Metra riders with the Zoo, it is important to create as many pedestrian comfort zones as possible.

Parking

Over 160 on-street, non-commuter spaces exist within the study area; within the residential neighborhood many of these spaces require a residential permit to park between the hours of 7 and 9 AM to deter commuters from parking in these areas. During business hours, on-street parking is usually available, particularly on the residential streets. The spaces on Brookfield Avenue between Rosemead and Woodside Avenues are well used on weekday evenings. On-street parking exists on Brookfield Avenue between this and the Brookfield Station Subarea.

Transit

Approximately 130 passengers board Metra at the Hollywood Station each day for their work commute. The vast majority of these riders are heading eastbound, as is also true



This sign marks the approximately one-half mile Zoo walk.



Head-in commuter parking along the south side of Brookfield Avenue. The parking is used to capacity.

of the other two Brookfield stations. Commuter parking is limited to fifty permit-only spaces. Over 60% of the Hollywood Station users walk to the station, which is not surprising given its location in the heart of residential neighborhood. The Hollywood Station ridership is not as high as the Brookfield Station or the average ridership of other Metra stations, as is shown in the ridership table in the Brookfield Station Subarea section. This is most likely due to the area's isolation compared to the Brookfield Station, and the low-density housing surrounding the station. Some of the residents in and around the Hollywood Station may also use the downtown station to board as more trains stations there and parking is more plentiful. Pace does not have a stop within the Subarea, but Route #304 operates along Washington Avenue north of the study area.

The Hollywood Station is also known as the Zoo Stop and a designated pathway of about one half-mile exists from the train station to the Zoo. The ridership statistics mentioned above were taken in the fall and do not take into consideration that summer is the Zoo's busiest time of the year, when ridership could be slightly higher. However, the majority of Zoo patrons do not take advantage of Metra to access the Zoo facilities. Zoo patrons either do not know that this travel mode exists, are not interested in walking the half mile to the Zoo, or elect to drive because they are coming with small children and/or large quantities of supplies, such as coolers and picnic blankets, and perceive the walk to be too laborious.

Redevelopment Plans

Redevelopment in and around the Hollywood Station Subarea will occur in phases, as constructing a new building or renovating a façade may be cost prohibitive in the near future. It is important to prioritize opportunities and work to achieve short-term changes, such as requiring pedestrian-oriented commercial signage, well-screened, landscaped parking lots, and wayfinding signs to the Zoo and other destinations in

the Village. These smaller scale steps toward redevelopment can help build momentum toward larger scale projects. The Hollywood Station redevelopment plans can be found at the end of this section.

Zoning

The permitted uses in the C-6 Restricted Special Service district are limited, more so than the residents at the public meetings desired, where such uses as a bookstore, small convenience store, and an arts and craft center were discussed. This zoning designation resulted from previous long-range plan designation, which many charrette participants believed was outdated. To achieve the vision of the Hollywood Station created at the public workshops, the current zoning regulations will have to be reviewed and revised.

Create an Overlay District

When revising the zoning designation for the Hollywood Station Subarea the intent of the pedestrian-oriented area should be considered; specifically any commercial development should foster a more active area that meets the needs of local residents and the patrons of the Zoo. Hollywood is very unique; particularly because of its proximity to the Zoo and the potential to attract Zoo visitors to the businesses, and neither C-5 Restricted Local Retail District nor C-4 Local Retail District adequately describe the area. An overlay district, which combines the most appropriate traits of each, should be created. Because of limited access to the area and the daily traffic counts, it is unlikely that the area will be a large retail or commercial center.

Encourage New Residential Development Along Brookfield Avenue

Given the transit access and close proximity to the downtown and the Zoo, the Hollywood Station is a desirable place to live. Residential development should be permitted and encouraged between Hollywood and Rosemead Avenues and east of Rosemead Avenue along Brookfield Avenue. Upper story apartments in new

commercial buildings should also be encouraged. Increasing the number of residential units along Brookfield Avenue will help make the area appear more active during evening hours.

Establish a Set of Parking Standards Appropriate to a Pedestrian- and Transit-Oriented Zone

Parking requirements should take into consideration the pedestrian-oriented nature of the area around the Metra Station in a similar manner as in the Brookfield Station area. For residential units, one space per one- and two-bedroom units is appropriate, as many of these residents have most likely chosen to live in this location to take advantage of Metra to access their place of employment. The dedicated residential spaces should be located in the rear of the buildings or internal to the building.

Building Character

Redevelopment of the Hollywood Station will require physical changes to both public and private spaces, including building façade and structures. The long-range redevelopment plan illustrates numerous changes to the buildings in the Subarea. Outdated façades and obsolete buildings should be renovated or redeveloped to provide additional commercial and residential space that creates a more active environment during business hours and in the evenings, while not disrupting the existing character of the area.

Create a Set of Design Guidelines to Inform New Construction and Renovations

Buildings with traditional façade elements were among the highest rated images in the Image Preference Survey taken during the first public meeting. Several prominent buildings, both commercial and residential, along Brookfield Avenue were developed without these elements and many meeting participants voiced a desire for any renovations to include more transparent windows and other features that give a façade depth and character such as

horizontal banding, cornices, columns, and horizontally repeating window sills on the upper floors.

New buildings should be designed to incorporate these elements and should be built to the street with parking in the rear accessed from a side street or the alley. These buildings should be limited in height to 2 1/2- stories to match the existing single-family residential character of the area. These and other design elements are grouped and illustrated for building owners in a set of Design Guidelines. These Guidelines help shape redevelopment and renovations within an area. A set of Design Guidelines for pedestrian-oriented areas is included in this report.

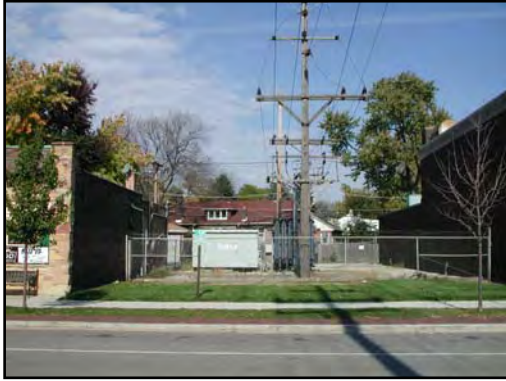
Focus Redevelopment Efforts Along the Train Tracks

Building character also helps to create a positive visual image of an area, which is important in attracting new businesses, patrons, and residents. In the Hollywood area, the most visible parcels are those along Brookfield Avenue. These key redevelopment sites are very visible from the passing commuter trains and the platforms. Consequently, the block between Hollywood and Woodside Avenues has several priority redevelopment sites. Hollywood Motors, at the corner of Woodside and Brookfield Avenues is also a key redevelopment site, because it serves as the terminal view of those driving eastbound on Brookfield Avenue.

In the short term, gaps in the streetwall that



Example of an existing building with traditional design elements such as a large storefront window, vertically repeating upper floor windows, and a recessed entrance.



Landscape screening and fencing can be used to buffer pedestrians from unrewarding views, such as this utility area.

result from parking lots, setbacks, or utility areas can be minimized with landscaped screening and decorative fencing.

Circulation

The PedZoneSM analysis discussed previously in this report has many pedestrian pathways designated as unrewarding. Recognizing that the Hollywood Station is a key pedestrian area with links to the Zoo and the downtown, the redevelopment plans at the end of this section illustrate wider sidewalks and bulb-outs at intersections to clearly define the on-street parking and decrease the distance pedestrians and vehicles share a path. As the sidewalks are expanded the vehicular travel lanes are reduced from their current wider than necessary width, which also reduces crossing distances for pedestrians.

Design and Install Streetscape Enhancements

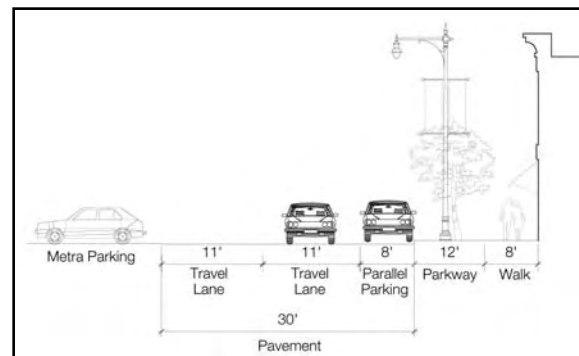
Streetscape enhancements such as new lighting, street trees, and other street furniture provide additional amenities to pedestrians and can help display the character of the area or a theme, making the pedestrian journey more rewarding. One of the highest rated images in the IPS was of a sidewalk completed with such streetscape enhancements. During the charrette workshop several residents suggested Zoo or animal themed streetscape amenities, similar to the shelters along the train

platform, to connect the area's identity with the Zoo.

Use the Zoo to Create an Identity for the Subarea

The SWOT analysis identified the greatest opportunity in the redevelopment process as making better connections between the Village, Metra, Pace, and the Zoo to promote public transit as the best mode of travel to the Zoo, in turn increasing the number of pedestrians in the Hollywood Station area and the number of potential patrons to the area's businesses.

The Zoo Walk, which begins at the train station and follows Hollywood north to Parkview, should be more clearly marked along its half-mile route. This can be accomplished in several ways, including more pole-mounted signs, such as those that exist near the station, and creative markings on the sidewalk such as painted animal tracks.



In the redevelopment plans, the sidewalks along Brookfield Avenue are treated with pedestrian scaled lighting and



Zoo themed artwork adorns the Metra platform highlighting it as Hollywood Station (Zoo Stop).

Work with Metra, Pace, and the Zoo to Enhance Mobility Around the Zoo

The Village should work with Metra, Pace, and the Zoo to establish shuttle buses or a regular Pace route from the Hollywood Station to the Zoo for those with disabilities or small children, to develop better coordinated train schedules, and increase the frequency of transit service, especially during peak times, such as the summer Zoo season. Joint marketing programs should also be created between transit riders and area businesses, such as a discounted ice cream cone or coffee with a valid Metra pass and Zoo admissions ticket.

Circulation Around the Train Station

The station is the key to the redevelopment of the Hollywood Subarea. It brings thousands of potential visitors a day past the businesses and makes the area attractive to new residents and business owners. Strengthening the travel network around the station will make it more accessible and will potentially lead to an increase in transit riders.

Create Safe and Rewarding Pedestrian Pathways

The pedestrian network is enhanced through wider sidewalks and extending sidewalks to the downtown and along Brookfield Avenue to the east where they currently do not exist. Since the majority of commuters using the Hollywood Station walk to the station, it is important to create clear routes between the neighborhood, the downtown, and the station. These routes should also be rewarding, which can be achieved through streetscape enhancements and building redevelopment.

Creating the link between the Hollywood Station and the downtown along the north side of the tracks will require assistance from both Metra and the BNSF railroad to gain permission to use the railroad right-of-way in certain locations for the development of the path and to ensure it is developed with the right buffer or screening along the tracks. The impacts of these improvements are

illustrated in the proposed PedZoneSM Analysis at the end of this section.

Increase the Quantity of Bicycle and Vehicular Parking

The addition of well marked, safe bicycle facilities may encourage some who currently access the station by automobile or on foot to bike instead. Replacing a block of currently public on-street parking west of Rosemead Avenue with Metra parking can create additional vehicular parking spaces. This parking is linked to the station through a sidewalk.

Use Wayfinding Signage to Highlight Important Community Assets

Creating new linkages will do a community no good if no one knows they exist. It is important to include clearly marked signage directing visitors to key locations such as the downtown shopping district, Village Hall, the Zoo, and area transit stations.

Figure 20:
Hollywood Station Subarea: Existing Conditions

The Hollywood Station Subarea may be more appropriately titled the Zoo Stop Subarea, as it serves the Brookfield Zoo, a short walk to north. Despite the close proximity to the Zoo and the surrounding well-established, stable residential neighborhoods, the area lacks identity and feels isolated from the rest of the Village. During the public process, residents envisioned a more active neighborhood, with small-scale commercial uses and services that was easy and pleasant to traverse, and had a clear connection to the Brookfield Zoo. This vision can be achieved by removing the barriers and issues hampering redevelopment.

- 1

C-6 Restricted Special Service District is no longer appropriate for the Subarea. The existing zoning designation arose from a previous planning process, which limited the area's residential and retail development. The residents made it clear during this process that the prior designation was no longer appropriate. The C-6 district is limited in what uses it permits by right, however, it also allows a few uses that are not necessarily appropriate for a pedestrian and transit oriented area. Upper story residential units are permitted. Townhouses or duplexes are not permitted, but are appropriate for this area.
- 2

Building facades are outdated. The buildings in this Subarea range in style and age. General opinions gathered during the public meetings, including the Image Preference Survey, are that many of the buildings along Brookfield Avenue are in need of facade rehabilitation and maintenance. These buildings are clearly visible from the train and will be used by visitors when forming their first impression of the area.
- 3

Create a positive first impression. Visitors to the Subarea will form a quick opinion based on their visual first impression. As previously stated, the appearance of the buildings plays a role in the development of this impression, as do the streets, especially the pedestrian realm. Given that many visitors will see the Subarea for the first time from the train, the appearance of Brookfield Avenue is critical.
- 4

Pathways within the Subarea are unrewarding. The diagram to the left illustrates a rating system of the pedestrian pathways within the study area. The majority of the pathways along Brookfield Avenue are designated as unrewarding. Little to no streetscape enhancements have been installed in the area and many of the buildings are lacking traditional design elements such as large storefront windows which can make a pathway more interesting.
- 5

Few links exist between the Subarea and the Brookfield Zoo. The Brookfield Zoo is located a short distance from the Hollywood Station, but few signs and links exist with the exception of the Zoo Walk and the art on the train platform. Not using the Zoo to create an identity for the area is a missed opportunity.
- 6

Poor circulation for all modes of transportation around the train station. The train station as well as the businesses in the area are accessed by a variety of transportation modes. The PedZone analysis to the left illustrates the quality of pedestrian pathways in and around the station; most are unrewarding or are shared with vehicles. Existing parking for the train is limited and is fully utilized. The spaces are along the rail line, limited the distance to the platform. Limited bicycle facilities exist at the station.



Hollywood Station: Existing Land Use



Figure 21:
Hollywood Station Subarea: Illustrative Redevelopment Plan



Figure 22:
Hollywood Station Subarea: Illustrative Redevelopment Plan

Hollywood Station

Redevelopment in the Hollywood Station Subarea focuses on the parcels directly north of the train tracks, an area highly visible from passing commuter trains. The area is predominantly single-family residential and new development should blend well with the existing homes. New buildings, both commercial and residential, should be limited to 2 1/2- to 3-stories.

This area has an important pedestrian element, as the Hollywood Station is also known as the Zoo Stop. The Zoo walk, the 1/2 mile walk from the train to the Zoo, begins at Hollywood and Brookfield Avenues. The area around the stop should be well signed to direct visitors not only to the Zoo, but also to the downtown. Streetscape enhancements will make pedestrian journeys more rewarding.



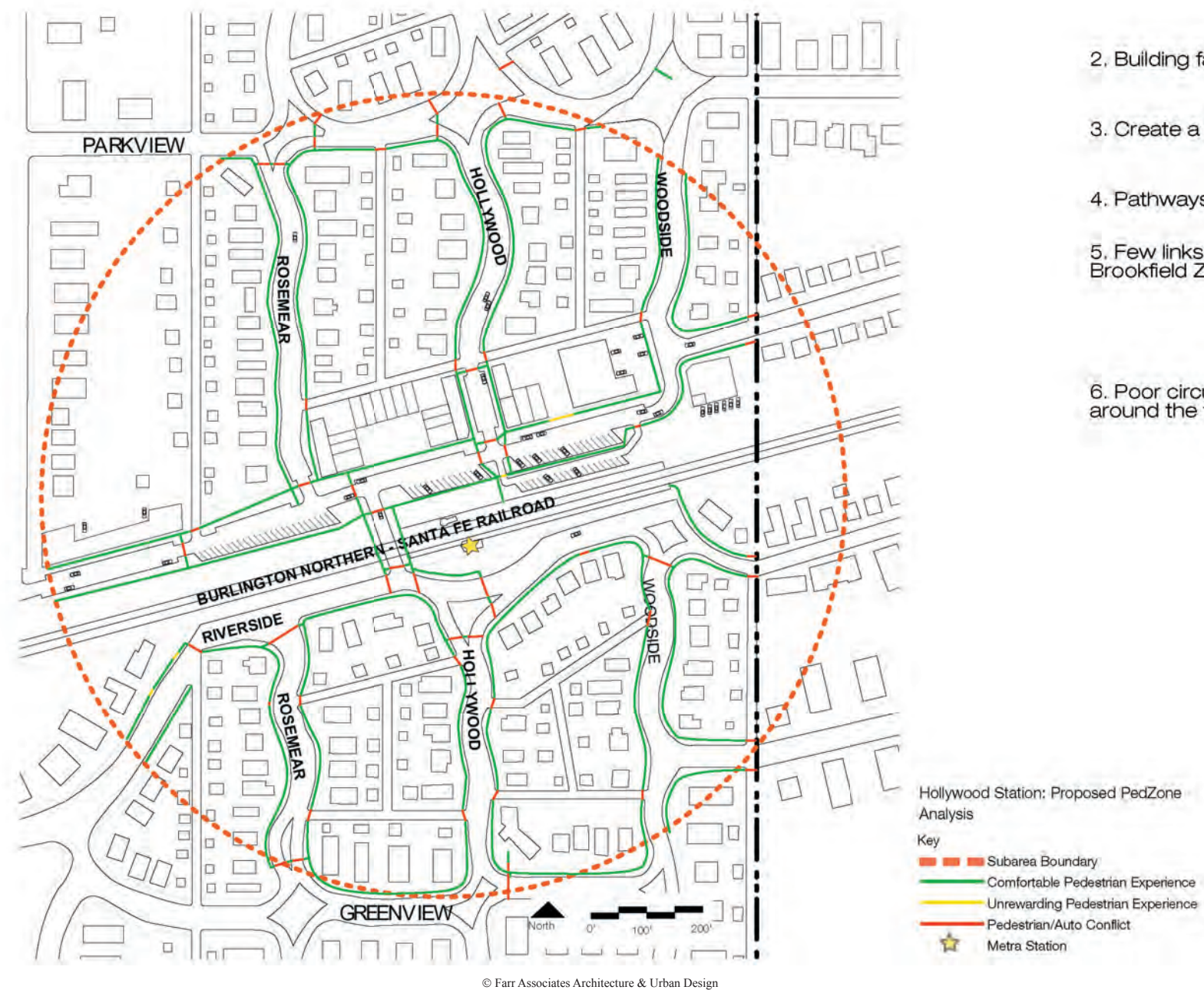
Figure 23:
Hollywood Station Subarea: Illustrative Redevelopment Plan



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Northeast corner of Brookfield and Hollywood Avenues. The pedestrian realm is enhanced with the comprehensive installation of streetscape elements, including street trees, decorative light poles, and banners. The banners connect the area with the Zoo and announce this identity to those passing by in a vehicle, on foot, or on the train.

Figure 24:
Hollywood Station Subarea: Redevelopment Plan

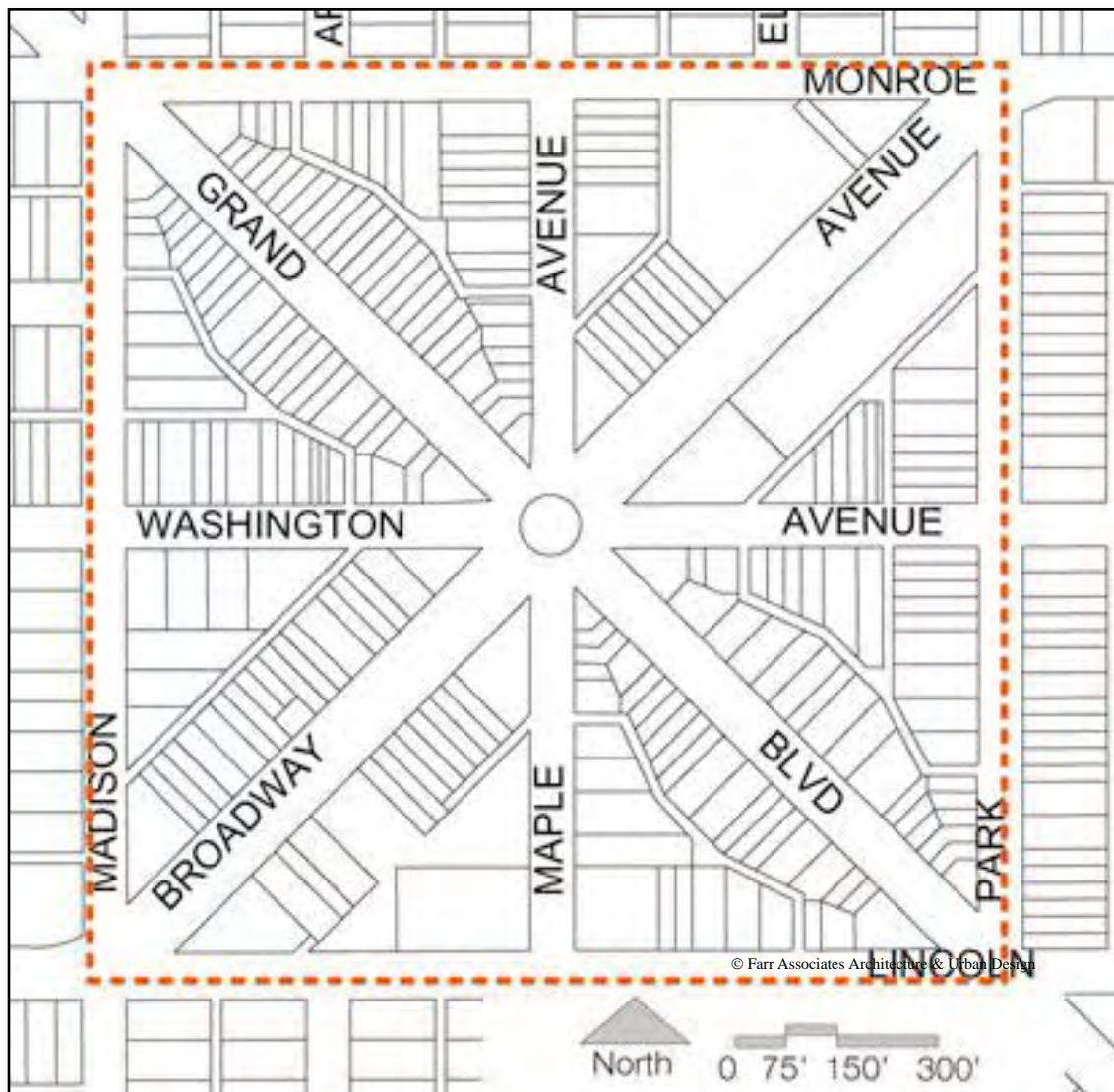


Redevelopment Plan Summary Table

Issue	Action
1. C-6 Restricted Special Services District is no longer appropriate for the Subarea.	1a. Create an overlay district with standards appropriate for the Hollywood Station.
	1b. Encourage new residential development along Brookfield Avenue.
	1c. Establish a set of parking standards appropriate to a pedestrian- and transit-oriented zone.
2. Building facades are outdated.	2. Create a set of Design Guidelines to inform new construction and renovations.
3. Create a positive first impression.	3. Focus redevelopment efforts along the train tracks.
4. Pathways within the Subarea are unrewarding.	4. Design and install streetscape enhancements
5. Few links exist between the Subarea and the Brookfield Zoo.	5a. Use the Zoo to create an identity for the Subarea.
	5b. Work with Metra, Pace, and the Zoo to enhance mobility around the Zoo.
6. Poor circulation for all modes of transportation around the train station.	6a. Create safe and rewarding pedestrian pathways.
	6b. Increase the quantity of bicycle and vehicular parking.
	6c. Use wayfinding signs to highlight important community assets.

EIGHT CORNERS SUBAREA

The Eight Corners intersection is comprised of Grand Boulevard, Maple Avenue, Broadway Avenue, and Washington Avenue, which meet at a unique intersection dominated by a landscaped roundabout. Each street segment or spoke houses a variety of land-uses ranging from single-family residences to commercial uses. Eight Corners is an active and popular shopping area surrounded by stable neighborhoods and Gross Middle School.



Study area boundary for the Eight Corners.

Existing Land-Use

The Eight Corners Subarea has a diverse mix of commercial, retail, and office uses, many of which can be classified as neighborhood commercial, including a grocery store, bank, and dry cleaner. The majority of these uses are found on Broadway and Maple Avenues, north of the circular intersection. The most common housing type in this area is the single-family home, although a few multi-family units exist in the area. Residences surround the intersection making it a popular area for shopping, particularly for convenience goods and services. Residents listed three of the Eight Corner's businesses, Tischler's, Osco, and Ace Hardware, among the top five weekly shopping destinations in and around Brookfield. Tischler's, Osco, and the First National Bank of Brookfield serve as business anchors for the Eight Corners Subarea, and all but Osco are locally owned and operated.

Zoning

The commercial streets in the Eight Corners Subarea, all of Broadway Avenue and Maple Avenue north of the circle, are designated C-3 Centralized Commercial District, the same designation as the Brookfield Station. The remainder of the Subarea is divided into three residential zones, two single family detached and one multi-family district. The C-3 zoning classification does permit some uses that are more auto-oriented than pedestrian friendly, such as gas stations, despite being designed to foster pedestrian-oriented commercial districts. As previously stated in the Brookfield Station Subarea section, upper story residential uses are permitted and all residential units require two parking spaces per unit.

Building Character

The appearance of an area's buildings plays a large role in the opinion first time visitors form as they travel through an area. In an area like the Eight Corners, the corner buildings are the most immediately obvious buildings to those driving through the area.

The buildings along the spokes of a roundabout, while less obvious, should be constructed to draw one's attention and interest down the corridor.

Commercial Buildings

The majority of the commercial buildings in the Eight Corners area are older buildings; they are built up to the street, have large storefront windows, and many have recessed entries. These buildings are predominantly one-story and many have undergone façade renovations with similar effects as the renovations in the other study areas.

Few multiple-story, non-residential buildings exist in the Eight Corners; those that do are two stories, with the exception of Gross Middle School (three stories). The newer buildings in the Subarea, including Osco Drug and First National Bank of Brookfield, were not designed for a pedestrian-oriented area, but developed as single use buildings with large adjacent parking lots, and little to no transparency.



Partial view of the Eight Corners from the center of the roundabout.

Residential Buildings

The vast majority of housing in the Subarea is single-family detached residences, although some multi-family and single-family attached housing exists. The homes in the area are well cared for and it is expected that single-family residences will remain the dominant housing type. Few residents currently live along the commercial corridor and many of the shops do not have evening hours or entertainment type businesses that attract patrons after business hours, causing the area to appear dark and unwelcoming at night.

Circulation

Despite the unique traffic control devices in the study area, many residents commented during the public meetings that the area is difficult to traverse.

Street Character

Broadway Avenue is a boulevard street with a concrete center median and diagonal parking spaces dividing the street. This median creates a refuge for pedestrians crossing the approximately 80 feet of pavement. The sidewalks are over 10 feet in width, but are interrupted with curb cuts to off-street parking or delivery lanes, in several locations. The existing mid-block crossings on Broadway are useful to break up the long block, especially around the school. Streetscape elements, including street trees and benches, are located sporadically along the street.

Washington, Grand, and Maple are not boulevard streets. Washington and Grand are predominately alley-loaded residential streets, despite the commercial uses in the area immediately surrounding the intersection. There are few curb cuts to interrupt the flow of pedestrians along these sidewalks.

PedZoneSM Analysis

PedZoneSM was used to review the circular intersection, as well as each street segment radiating from the center. As in the previous study areas, each pedestrian pathway was

designated as one of three zones: rewarding and comfortable pathways; pathways that are still comfortable for pedestrian travel but are unrewarding or uninteresting; and pedestrian pathways that are in direct conflict with the pathways of vehicles. The resulting illustration is found at the end of this section.

Roundabout

If a pedestrian were to use the crosswalks along the perimeter of the circular intersection, his or her journey would almost entirely be in pathways shared with vehicles. Only on the boulevard of Broadway Avenue would a pedestrian have a spot of refuge, if he or she was unable to cross a street in one movement. Given this area's high profile as a pedestrian area as a result of the adjacent land-uses, it is important to limit the unrewarding and unsafe pathways.

Broadway Avenue

The majority of the rewarding pathways are found along the residential streets and not along Broadway Avenue. One difference between these two areas is the existence of landscaping and on-street parking to buffer pedestrians. Unrewarding paths were found along large stretches of Broadway Avenue because of unscreened parking lots, blank facades, and diminished traditional façade elements, which make the journey less rewarding.

Parking

There are close to 500 on-street parking spaces in the Eight Corners Subarea. While not located in close proximity to one of the



The median on Broadway is currently concrete. Streetscape enhancements, such as trashcans, benches, and hanging baskets exist only at the roundabout.

commuter rail stations, the on-street parking along the residential streets is limited to permit only between 7 and 9 AM, or to residents only. The largest concentration of on-street parking is along Broadway Avenue, where approximately 270 diagonal parking spaces line the concrete center median. Alleys lead to off-street parking for many businesses and the majority of the residences in the area.



On-street parking is located along the median and does not serve to buffer pedestrians. Blank facades and unscreened parking lots also help make this pathway unrewarding.

Redevelopment Plans

The redevelopment plan for the Eight Corners Subarea is on the following pages with the illustrative plans following at the end of the section. These plans are illustrative, long-range visions for redevelopment, focusing on pedestrian pathway improvements and creating an active neighborhood-shopping district both during the day and night. Again, it is important to remember that redevelopment will occur over time and will occur in phases, as constructing a new building or renovating a façade can be cost prohibitive. It is important to prioritize opportunities and work to achieve short-term changes, such as requiring pedestrian-oriented signage, shifting curb cuts off Broadway and Maple Avenues, and creating well-screened, landscaped parking lots when necessary to be adjacent to the right-of-way.

Zoning

It became obvious during the public process that the Eight Corners was already the primary shopping district in the Village. At a meeting, residents were asked which stores they shopped at on a weekly basis and three of the top five stores are in the Subarea. Many meeting participants described the future Eight Corners not only as a convenient neighborhood-shopping district, but also a social center, a place to go for entertainment with restaurants, small cafes, and a place to live.

Revise the Permitted and Prohibited Uses in the C-3 District

The first step to redeveloping an area is to ensure that the Village regulations foster or promote the type of development desired. As with the other two Subareas, when creating redevelopment plans it is important to first examine the codes that shape development. Broadway and Maple Avenues north of the circle are designated C-3 Centralized Commercial District, the same designation as the Brookfield Station. This designation in this location shares the same issues as it does in the downtown. If C-3 is to remain the designated district for pedestrian-oriented commercial areas, then it should be revised to insure that the appropriate uses are permitted and inappropriate uses prohibited.

Encourage New Residential Development along Broadway and Maple Avenues

As many stated during the public process, the commercial streets in the Eight Corners appear empty and unwelcoming at night. Increasing the number of residential units through the addition of mixed-use buildings and new residential buildings will make the area more active both during the day and at night. New residential buildings should be appropriately located along these streets so as not to create large gaps in the flow of commercial and retail businesses.

Create a Set of Parking Standards that are Appropriate for a Mixed-Use Pedestrian District

Parking requirements should also be examined. In a mixed-use, pedestrian-oriented area, parking standards should take into consideration on-street parking and the location of the Eight Corners within walking distance of a large neighborhood. Parking lots should be alley loaded or have entrances off side streets, not on Broadway or Maple Avenues. This is especially critical on the primary retail street, Broadway Avenue. Currently there are several parking lots adjacent to the right-of-way with curb cuts on Broadway. Until redevelopment can occur, as is shown in the illustrative redevelopment plan, these lots should be screened with landscaping and a decorative fence to buffer pedestrians. Existing curb cuts should be phased out. The parking regulations should reflect these screening requirements, and should encourage rear or internal parking lots.

Building Character

During the Image Preference Survey, several residents commented on the vacant, dark, and unwelcoming appearance of the Eight Corners in the evening and at night. Many others commented on the façades of the older buildings, which had undergone renovations over time that made them appear flat and without interest.

Use Design Guidelines to Inform the Design of New Construction and Building Renovation

As previously stated in the Brookfield Station and Hollywood Station sections, buildings with traditional façade elements were highly rated in the Image Preference Survey. This preference is reflected in a set of Design Guidelines for the pedestrian-oriented areas. Of these Guidelines, constructing the buildings to the property lines, especially on corner lots, using traditional façade elements, and creating a positive first impression are among the most important for the Eight Corners.



Mixed-use commercial areas such as the one pictured above, provide on-street parking in front and additional, longer term parking in the rear off the alley.

Encourage the Construction of Multiple-Story, Mixed-Use Buildings

To better define the circle intersection, the proposed redevelopment plans illustrate two- and three-story buildings replacing the one-story buildings and vacant lots on four of the eight corners. These new buildings should be developed to attract the attention of a passerby and to draw them into the street segments or spokes of the circle. Traditional design features, such as transparency and pedestrian-oriented signage, and durable, natural materials should be utilized in their design and construction. The upper floors of these new buildings provide opportunities for housing units, increasing the number of people in the corridor at various times of the day and night.

Focus Initial Redevelopment Efforts on the Gateway Intersections

Given the daily traffic count on Maple Avenue, a large percentage of the visitors to the Eight Corners will pass by the intersection of Maple and Grant Avenues, which serves as the northern gateway into the Subarea. The existing corner buildings at

this intersection should be redeveloped with rear parking and the traditional design elements appropriate for pedestrian friendly residential buildings.

Broadway Avenue also serves as a gateway into the Subarea, but it does not have the amount of daily traffic that Maple Avenue does. New buildings are proposed on the vacant lots at the northeast corner of the Subarea and the gateway at the south end should be treated with signage or some type of monument or marker to announce the arrival into (or departure from) a unique district within the Village. As redevelopment progresses, new buildings should be constructed on vacant lots or replace existing buildings that do not fit with the pedestrian character along the street segments radiating from the circle.

Circulation

The roundabout plays an important role in creating an active corridor by adding an interesting aesthetic feature and keeping vehicles to slow speeds as they pass through the area. This is an important function as the Eight Corners has higher traffic counts than the other two study areas, a result of Maple Avenue connecting Brookfield to both its northern neighbors and the Eisenhower Expressway (I-290). However, the lack of signage and clear pedestrian paths make the area confusing to traverse, especially for first-time visitors.

Install Streetscape Enhancements Around the Roundabout

The circle is enhanced in the redevelopment plans with additional landscaping to make the unique traffic control device more obvious to approaching drivers. Bulb-outs are used around the perimeter of the circle to reduce the crossing distance for pedestrians and therefore the quantity of pathways that are shared by both pedestrians and vehicles. Raised crosswalks further define the pedestrian crossing area and alert drivers that they are in a pedestrian zone and should keep speeds low. Landscaping improves the aesthetic appearance of the area and provides shade.

These elements will help reduce the quantity of unrewarding and unsafe pedestrian pathways.



Drivers should be alerted to the approaching roundabout.

Use Signage to Direct Approaching Motorists Through the Roundabout

Clear signage should be installed on the approaches to the circle. Similar to the signage proposed in the downtown, this signage should provide directions to handle the traffic control device and provide information such as street names.

Install Wayfinding Signs Oriented to Both Motorists and Pedestrians

Wayfinding signs should be installed for those traveling by both vehicle and on foot. These signs can provide direction to important locations in the Subarea, such as Gross Middle School; around the community, such as the train station; and to the specific shops. Pedestrian-oriented signs, such as the one shown to the right, should be located where Broadway Avenue intersects with the circle.

Use Streetscape Enhancements to Improve the Pedestrian Pathways on Broadway Avenue

As previously stated, Broadway Avenue is the primary retail corridor within the Eight Corners Subarea. Enhancing the pedestrian experience along a corridor can be accomplished in a variety of ways, including landscaping, installation of streetscape enhancements, limited pedestrian-vehicular conflicts, and using on-street parking as a buffer between pedestrians and vehicles.

Limit Curb Cuts on Broadway Avenue

The streetscape enhancements proposed for Broadway Avenue include additional lighting, both pedestrian-oriented lights along the sidewalk and an updated style for the vehicular-oriented lights in the median. Street trees will provide shade and improve the aesthetic appearance of the area. Street furniture, including benches and trash receptacles, are also included and should be placed throughout the corridor leaving ample room for pedestrians to pass in either direction.

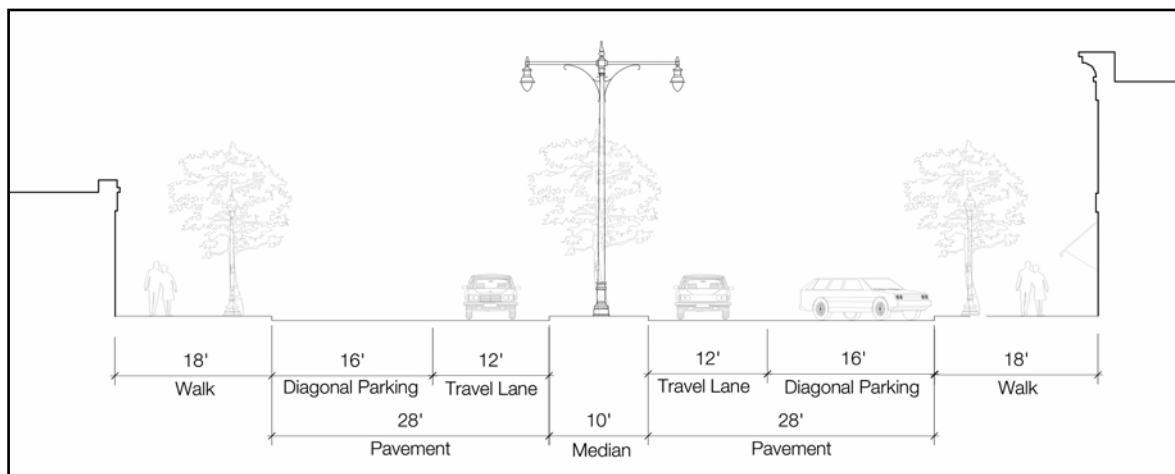


An example of a pedestrian-oriented wayfinding sign.

In the redevelopment plan, existing curb cuts to parking lots and loading zones are shifted to adjacent alleys and side streets to minimize the number of conflicted pathways along the primary commercial corridor. Existing parking lots adjacent to the right-of-way should be screened with landscaping and decorative fencing until redevelopment of the lots can occur.

Shift On-Street Parking to Serve as Buffer to Pedestrians

The on-street parking that was along the Broadway Avenue median is shown along the sidewalk. In this new location, the on-street parking serves to buffer pedestrians from the street and the faster moving vehicles. The mid-block crossings are preserved and enhanced through bulb outs and raised crosswalks.



Proposed streetscape enhancements on Broadway Avenue include landscaping the median and installing both trees and pedestrian light poles along the sidewalk.

Figure 25:
 Eight Corners Subarea: Existing Conditions

Eight Corners does not have a train stop, although it is served by Pace. The dominant element in this Subarea is the roundabout at the heart of the four street intersection. The key street within the area is the boulevarded Broadway Avenue, which houses the bulk of the commercial uses, including Tischler's and Osco Drug. Despite the unique street configurations and the variety of commercial services, many of the pedestrian pathways are unrewarding and the area appears inactive, especially at night. To overcome this vacant appearance and revitalize this traditional commercial district, four issues must be resolved.

1 **C-3 Centralized Commercial District permits uses inappropriate for a pedestrian-oriented area.** The intent of the existing zoning district is to promote the development of a pedestrian-oriented commercial district. For the most part, this designation is achieving its goal, however, some of the permitted uses may not be appropriate for a pedestrian-oriented area. Special attention should also be given to bulk regulations, such as setbacks and parking. Set-back buildings and oversized parking lots along the rights-of-way are more auto-oriented than pedestrian.

2 **Building character in the downtown has been diminished.** Building facades play a large role in creating a positive first impression of an area. Several of the buildings within the Subarea have undergone renovations that diminished their original character and traditional design elements, such as cornices, parapets, and large storefront windows. Newer buildings in the area were frequently developed without these elements, which make an area more attractive to pedestrians, including rear parking, mixed-use buildings, and design elements such as large windows and horizontal and vertical banding that divide the facade into a more pedestrian scale.

3 **Create a positive first impression of the downtown.** Visitors to the Subarea will form a quick opinion based on their visual first impression. Several factors form this visual impression; one of the most important is the appearance of the buildings.

4 **Poor circulation around the roundabout.** Roundabouts are useful devices to control both vehicular and pedestrian travel, however, their effectiveness can be diminished without proper signage and clear pathways for each mode of travel. The PedZone Analysis to the left illustrates the predominance of unrewarding pathways and pathways that are shared between travel modes in and around the circle. This will prevent pedestrians from traversing the district. Currently, no signage exists for approaching motorists on how to handle this unique traffic control device, nor does any signage exist as to what uses are along the spokes of the intersection, causing many potential patrons to keep going through the area.

5 **Unrewarding pedestrian pathways on Broadway Avenue.** Many of the pathways along Broadway are designated as unrewarding in the PedZone Analysis to the left, which can deter pedestrians from using the area. These pathways are characterized by unscreened parking lots adjacent to the rights-of-way, blank facades which make the pathway uninteresting, and the lack of other facade elements that have been either hidden or removed through renovations.



8 Corners Subarea: PedZone Analysis of Existing Conditions

Key

- Subarea Boundary
- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/Auto Conflict

8 Corners: Existing Land Use Map



Figure 26:
Eight Corners Subarea: Illustrative Redevelopment Plan



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Figure 27:
 Eight Corners Subarea: Illustrative Redevelopment Plan

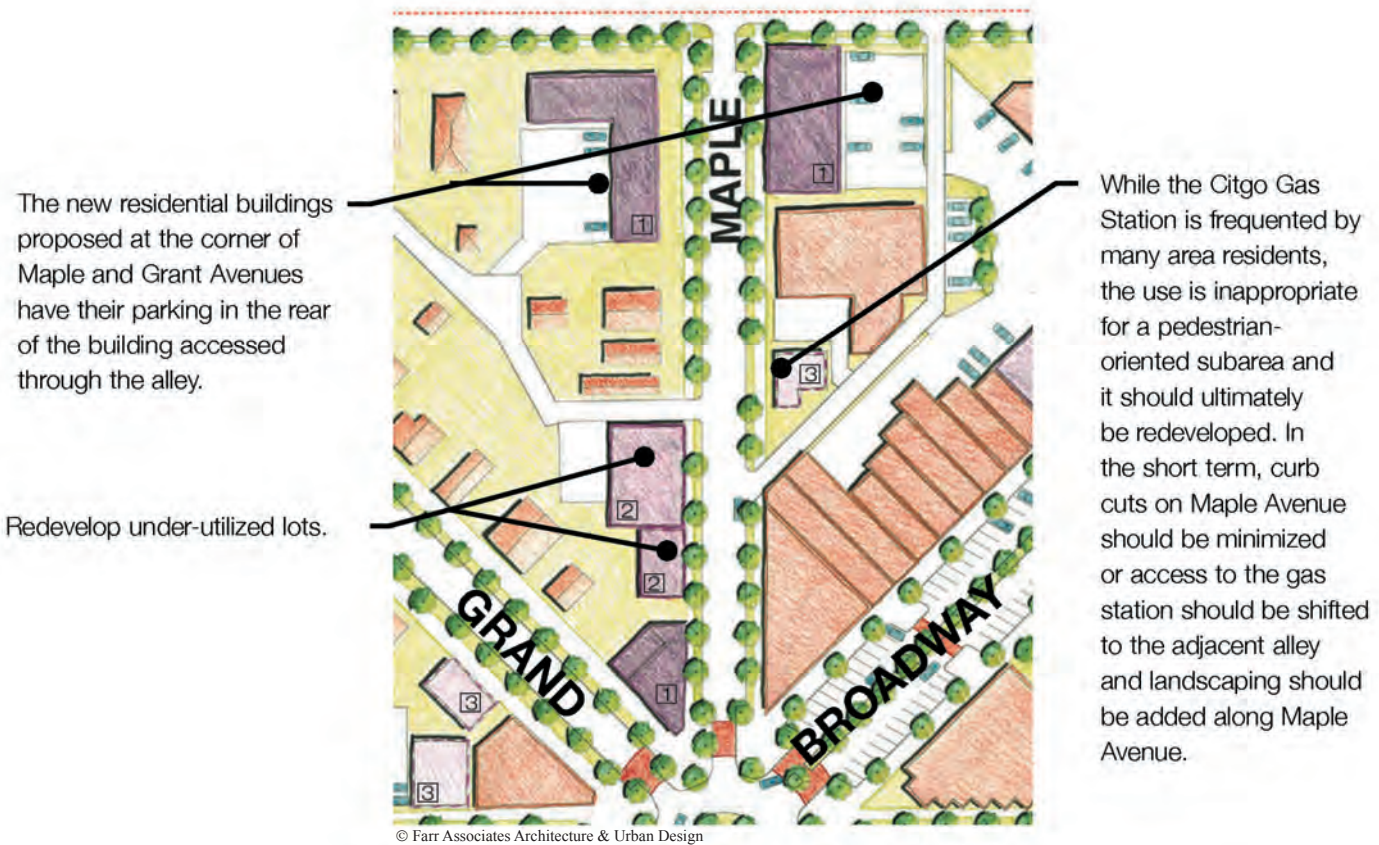
Eight Corners Intersection

The Eight Corners intersection is already unique having one of the few roundabouts in the Chicagoland area. The redevelopment plans enhance the circle with additional landscaping, crosswalk treatments, bulb-outs, and signage. Vacant and underdeveloped lots are redeveloped with 3-story, mixed-use buildings that “hold the corners” and help define each of the spokes or street segments of the circle.



North Gateway into the Eight Corners

Maple Avenue connects Brookfield to the neighboring municipalities and the Eisenhower Expressway (I-290), consequently it has a higher daily traffic count than the other streets in the subarea. As the northern gateway into the subarea, vacant lots should be redeveloped, curb cuts reduced, and the corner lots specially treated with appropriate buildings, in this case both corner buildings are residential.



Redevelopment Key:	
	Proposed Buildings for Key Sites (Priority 1)
	Proposed Buildings (Priority 2)
	Proposed Buildings (Priority 3)
	Existing Buildings
	Subarea Boundary
	Village Limits

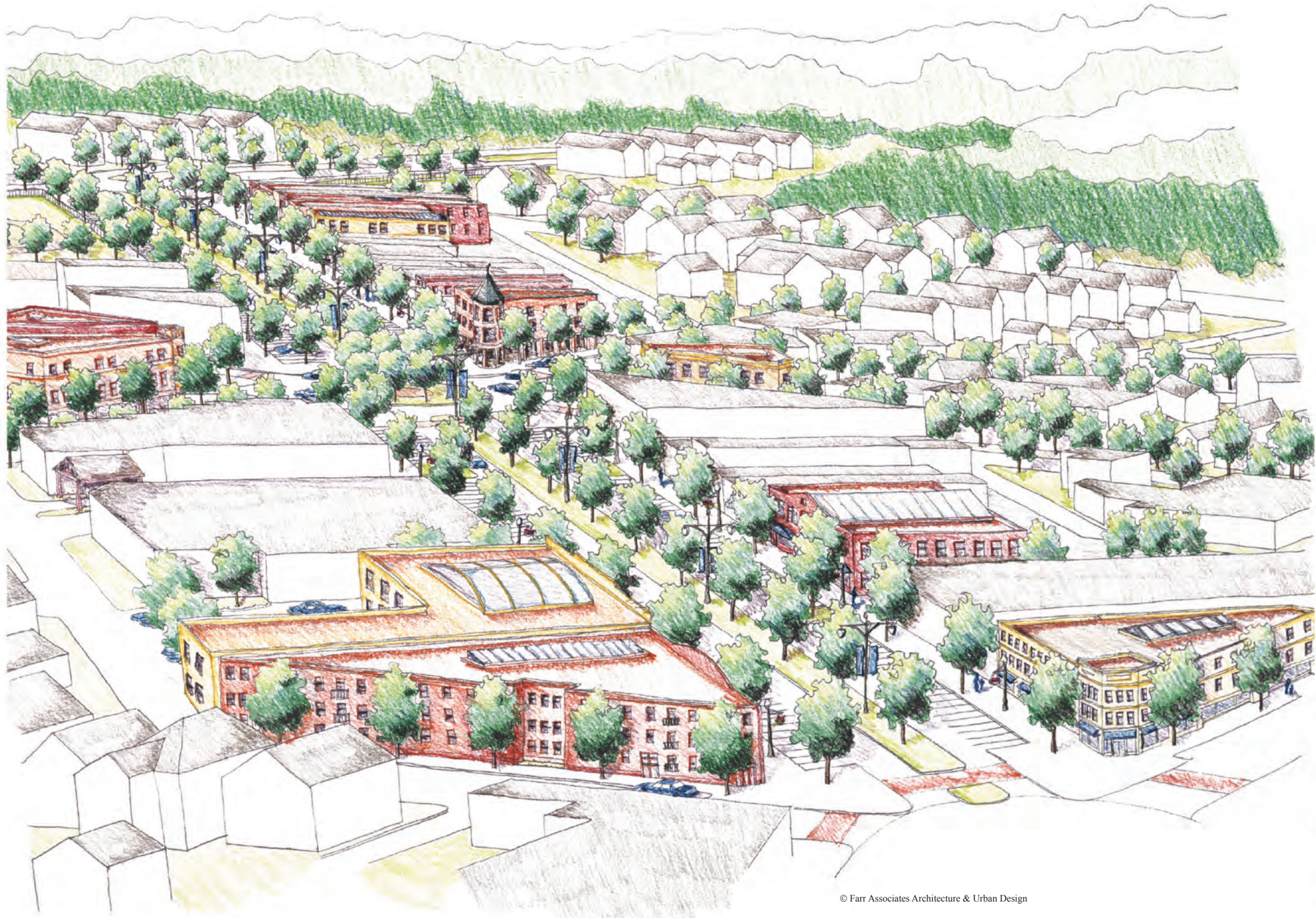
Figure 28:
Eight Corners Subarea: Illustrative Redevelopment Plan

Broadway Avenue

Broadway Avenue is the primary commercial street in the Eight Corners. The redevelopment plan enhances the street with a landscaped median that not only improves the aesthetic appearance of the corridor, but could also serve a stormwater management function if designed correctly. Vacant lots are developed with new buildings to extend the streetwall. The northeast and southwest gateways into the corridor should be treated with new gateway buildings and/or signage to announce the entrance and exit of the pedestrian shopping area.



Figure 29:
 Eight Corners Subarea: Illustrative Redevelopment Plan



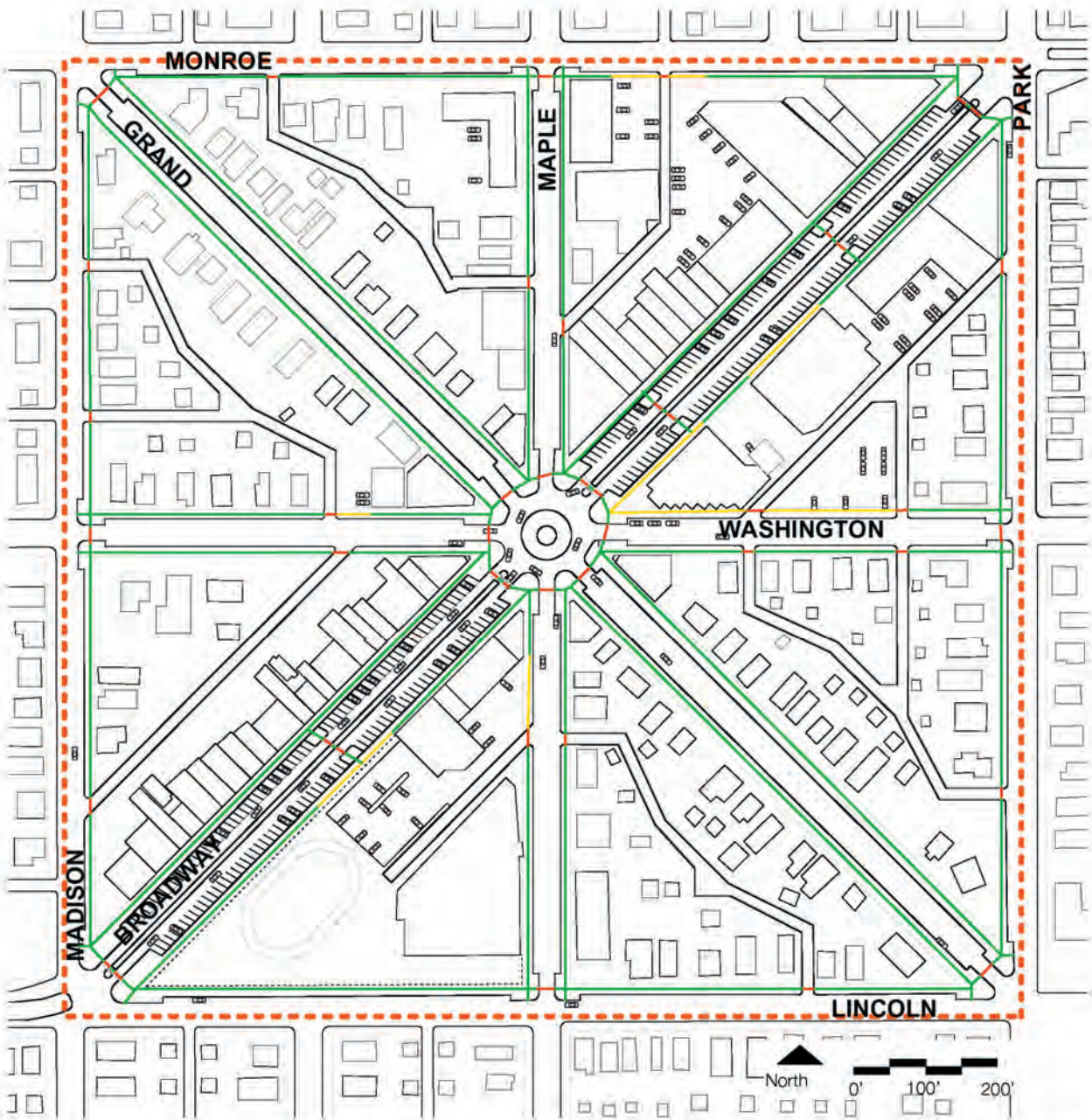
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Southeast view down Broadway Avenue from the Park and Monroe Avenues Intersection. The installation of consistent streetscape enhancements, including street trees, pedestrian and vehicular-oriented light poles, and hanging baskets, draw ones attention down the primary commercial corridor. The center median is landscaped adding to the green appearance of the area. The on-street parking is shifted to the building side of the street and serves as a buffer between the faster moving vehicles and the pedestrians on the sidewalk.

Figure 30:
Eight Corners Subarea: Redevelopment Plan

Redevelopment Plan Summary Table

Issue	Action
1. C-3 Centralized Commercial District permits uses inappropriate for a pedestrian-oriented area.	1a. Revise permitted and prohibited uses. 1b. Encourage new residential development along Broadway and Maple Avenues. 1c. Create a set of parking standards that are appropriate for a mixed-use pedestrian district.
2. Building character in the downtown has been diminished.	2a. Use Design Guidelines to inform the design of new construction and building renovation. 2b. Encourage the development of multiple-story, mixed-use buildings.
3. Create a positive first impression.	3. Focus initial redevelopment efforts on the gateway intersections.
4. Poor circulation around the roundabout.	4a. Install streetscape enhancements around the roundabout. 4b. Use signage to direct approaching motorists through the roundabout. 4c. Install wayfinding signs oriented to both motorists and pedestrians.
5. Unrewarding pedestrian pathways on Broadway Avenue.	5a. Use streetscape enhancements to improve the pedestrian pathways on Broadway Avenue. 5b. Limit curb cuts on Broadway Avenue. 5c. Shift on-street parking to serve as a buffer to pedestrians.



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8 Corners Subarea: Proposed PedZone Analysis

Key

- Subarea Boundary
- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/Auto Conflict

SECTION 9:

IMPLEMENTATION

The Planning process in Brookfield has just begun. In many ways, formal adoption of the *2020 Master Plan* is a first step, not the last. Without continuing action to implement and update this Plan, Village efforts up to this point will have a minimal lasting impact.

The *2020 Master Plan* sets forth an agreed-upon road map for the next fifteen years or so, taking the Village to the year 2020. It is the product of considerable efforts on the part of the Project Advisory Committee (PAC) and Village Board. The final Plan represents the consensus of all involved.

There are several requirements for effective implementation of the *2020 Master Plan*. The basic components are highlighted below. In addition to these basic components, *Appendix A – Action Agenda* outlines a more detailed actions and steps aimed specifically at implementing the recommendations of the *2020 Master Plan*.

Immediately after adoption of this Plan by the Village of Brookfield, the *2020 Master Plan* should be introduced by the Planning Advisory Committee to key organizations such as the Brookfield Chamber of Commerce, the Brookfield Public Library, and other interested groups and organizations. Popularizing this *Plan* is an important first step in implementation.

ADMINISTRATIVE ACTIONS

The Village should be guided by a suggested agenda of administrative actions that will help establish a policy framework aligned with the recommendations of the *2020 Master Plan*.

These are all high-priority, early action projects which largely represent public policy or administrative decisions. They do not require a significant new allocation of funds, and they should all be undertaken within a relatively short time frame. These actions relate to revising and updating local

codes and ordinances, follow-up studies and related administrative actions.

Each of these implementation components is discussed below.

Regulatory

The Village should review and revise its regulatory measures, mainly the zoning ordinance, which can enforce this Plan's policies and recommendations.

Capital Improvements

The Village should utilize project scheduling devices, such as the Capital Improvements Program, which allow implementation of the most important public improvements on a priority system, while staying within budgetary constraints.

Review and Update

This Plan should be subjected to a monitoring process and should be updated periodically to continually reflect local aspirations and opportunities.

Economic Development

- Form a strong organizational framework for undertaking the recommendations in this Plan. This should include the identification of an appropriate business organization with which the Village could work, such as the Brookfield Chamber of Commerce.
- Consider appropriate development and developer incentive programs (such as low interest loans and tax abatements) as necessary to initiate a high level of investment and development in the Village's corridors and TOD/pedestrian areas. The Village should consider the use of Tax Increment Financing (TIF) districts as a strong tool for economic development. The Village already has a number of Special Service Areas (SSAs) that have been successful. The Village should consider a combination of TIF

and SSAs to assist with economic development in targeted areas.

- Continue to create organizational capacity to undertake and direct economic and community development on the municipal level, perhaps creating a special employment position at the Village to direct such efforts. In addition, the Village should further utilize existing resources, such as Cook County's economic development department, the West Suburban Chamber of Commerce, the West Suburban Mayor's Conference, and the like. These types of affiliations bring additional technical resources to assist the Village in its efforts.
- Highly prioritize working with the business community, businesses and land owners to realize economic change and physical improvement.
- Promote business attraction; retention of existing businesses should be a priority where appropriate to the surrounding land-uses.
- Implement a detailed site inventory program to identify parcels available for acquisition and/or redevelopment. Where possible, small parcels should be consolidated to form larger parcels that are appropriate for development.

Housing and Residential Areas

- Closely monitor building conditions in the residential areas and strictly enforce all zoning, building, fire safety, and occupancy codes as they apply to all structures.
- Utilize the land-use plan and the detailed subarea plans, particularly the Downtown and Eight Corners plans, to guide the location, type and amount of multi-family housing.
- Revise the existing zoning regulations to ensure the protection of sound existing development, to reduce adverse influences, and to establish setback,

height, and density requirements for new residential development.

- Establish a home maintenance grant or low-interest loan program for senior citizens and low-income residents to assist with the cost of home repairs.

Commercial Development

- Utilize the *Land-Use Plan* to establish basic functional roles for the various commercial areas.
- Implement the recommendations put forth in the Ogden Avenue, 31st Street, Downtown and Eight Corners Subarea Plans.
- Update the Village's Zoning Code and map to reflect new commercial/mixed use area designations.
- Introduce standards and guidelines for appearance through the establishment of a design guidelines program.
- Participate in economic development programs aimed at attracting attention to business and development opportunities within Brookfield.

Transportation and Community Facilities

- Work with Metra and the BNSF in future planning of the Congress Park Station area to evaluate the future development and discuss the costs associated with improving, closing, or moving the Congress Park Station. If for financial or operational reasons the station can no longer operate, the Village should explore redevelopment options for the station area.
- Attempt to secure available funds for the development of the Village's proposed Pace bus/trolley system and for additional bicycle routes/trails.
- Implement the specific recommendations for transportation improvements and community facilities set forth in each of the subarea plans.

- Work with Metra and the BNSF to explore options for commuter parking opportunities and future improvements to the Brookfield and Hollywood Stations.

Development Controls

Following adoption of the *2020 Master Plan*, the Village should review and update the various development controls, including zoning, subdivision regulations, and other related codes and ordinances. It is essential that all development controls be consistent with, and complement, the *2020 Master Plan*.

Capital Improvements Program

Another strong tool for implementing the *2020 Master Plan* is the Capital Improvements Program (CIP). It establishes priorities and schedules for all public improvement projects within a five-year period.

The CIP typically schedules the implementation of a range of specific projects related to the *2020 Master Plan*, particularly the restoration and upgrading of existing utilities and infrastructure facilities, including the water system, sanitary sewers, storm water facilities, and the street system. Expansion or improvement of public works facilities would also be included in the CIP.

Brookfield's financial resources will always be limited and public dollars must be spent wisely. The CIP would allow the Village to provide the most desirable public improvements, such as street repairs, yet stay within budget restraints.

Review and Revision

The *2020 Master Plan* is not a static document. The Planning and Implementation processes should be continuous. The need for Plan amendments is the result of many community influences. Most frequently, these are brought about by changes in attitudes or emerging needs not foreseen at the time of Plan adoption. The

following paragraphs describe the procedures that apply to amending the *2020 Master Plan*.

Day-to-Day Monitoring and Administration

In order for this Plan to be maintained and updated in a timely manner, the designation of an agency responsible for coordinating planning activities, receiving community input and comments, and providing and disseminating information regarding the *2020 Master Plan* is required. While the Planning and Zoning Commission and the Village Board are ultimately responsible for implementing this Plan, Village staff are the most appropriate group to carry out the daily activities of administration. The Village shall:

1. Make copies of this Plan document available for public purchase.
2. Provide assistance to the public in explaining this Plan and its relationship to private and public development projects and other proposals, as appropriate.
3. Assist the Village Board in the day-to-day administration, interpretation and application of this plan.
4. Maintain a list of current possible amendments, issues, or needs that may be a subject of change, addition, or deletion from the *2020 Master Plan*.
5. Coordinate with, and assist, the Village Board in the Plan amendment process.

PLAN REVIEW AND PROGRESS REPORTING

Although a proposal to amend the Plan can be brought forth by petition at any time, the Village should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the Village should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or

changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

FUNDING SOURCES AND IMPLEMENTATION TECHNIQUES

While many of the recommended actions called for in the *2020 Master Plan* can be implemented through administrative and policy decisions or can be funded through normal municipal programs, other projects will require special technical and/or financial assistance.

This section identifies several of the local, state and federal resources and programs that are available for assisting in the implementation of key Plan recommendations.

While the *2020 Master Plan* generally endorses the traditional role of the Village in the community improvement process, it is suggested that the Village consider taking a more active leadership role in promoting, coordinating and facilitating the development process. For example, the Village might offer technical assistance and support to property owners or developers of redevelopment projects that meet the guidelines and foster the objectives of the *2020 Master Plan*. In blocks where the Village owns land, the Village might coordinate with adjacent and nearby property owners to assemble larger, more desirable sites for new development. The Village might assist in the preparation of developer "Requests for Proposals," and might assist in the review and evaluation of proposals for key projects.

Several techniques for implementing complex improvement and redevelopment projects are highlighted below. In general, the Village has been successful in seeking out funding from local, state and federal sources for financing a range of projects throughout the community. However,

additional local financing tools are necessary for addressing several of the principal recommendations of the *2020 Master Plan*.

The Village has several Special Service Areas (SSAs) in place that are generating revenue for improvements within the SSA boundaries. Listed below are basic descriptions of other programs that Brookfield may want to consider for accomplishing the *2020 Master Plan* goals.

GENERAL RESOURCES AND FUNDING TOOLS

Communities have a number of general sources of revenue that can be applied to any corporate purpose, including improvements that will benefit the community as a whole. The largest of these is normally the general-purpose property tax, which primarily funds the Village's General Revenue Fund. Others include state income tax rebates, motor fuel tax funds, public utility taxes, hotel/motel tax, retailers' occupational tax, plus various fees, fines and other receipts.

Municipal bonds may also be considered for special projects during various phases of the implementation of the *2020 Master Plan* that may require more long-term financing. One type of bond that could be considered for infrastructure improvement projects is the special assessment bond. These bonds are issued to finance improvements that are to be paid for by special assessments against benefited properties. Bond obligations are payable only from the special assessment receipts, are not backed by general taxes and usually carry higher interest rates.

TAX INCREMENT FINANCING (TIF)

In January 1977, tax increment financing (TIF) was made possible by the Illinois General Assembly through passage of the Tax Increment Allocation Redevelopment Act. The Act provides a means for municipalities, after the approval of a redevelopment plan and project, to redevelop blighted, conservation, or

industrial park conservation areas and to finance redevelopment project costs (sometimes referred to as "Project Costs" or "Redevelopment Project Costs") with incremental property tax revenues.

"Incremental Property Tax" or "Incremental Property Taxes" are derived from the increase in the current equalized assessed valuation (EAV) of real property within the Project Area over and above the "Certified Initial EAV" of the real property. Any increase in EAV is then multiplied by the current tax rate which results in Incremental Property Taxes. A decline in current EAV does not result in a negative Incremental Property Tax.

To finance Project Costs, a municipality may issue obligations secured by estimated Incremental Property Taxes to be generated within the project area. In addition, a municipality may pledge towards payment of such obligations any part or any combination of the following: (a) net revenues of all or part of any redevelopment project; (b) taxes levied and collected on any or all property in the municipality; (c) the full faith and credit of the municipality; (d) a mortgage on part or all of the redevelopment project; or (e) any other taxes or anticipated receipts that the municipality may lawfully pledge.

Tax increment financing does not generate tax revenues by increasing tax rates; it is a financing mechanism that allows the municipality to capture, for a certain number of years, the new tax revenues generated by the enhanced valuation of properties resulting from the municipality's redevelopment improvements and activities, various redevelopment projects, and the reassessment of properties. Under TIF, all taxing districts continue to receive property taxes levied on the initial valuation of properties within the redevelopment project area. Additionally, taxing districts can receive distributions of surplus Incremental Property Taxes when annual Incremental Property Taxes received exceed any principal and interest obligations for that year and expected redevelopment project cost expenditures necessary to implement

the Redevelopment Plan. Taxing districts also benefit from the increased property tax base after Project Costs and obligations are paid.

2020 MASTER DISTRICT DESIGNATIONS

Many economic development financing and resource tools are based on the principle of establishing geographic boundaries for a "redevelopment area" for the purposes of accomplishing complex, coordinated, comprehensive and timely improvement projects and programs. These economic development tools are commonly used by communities for established central business districts, mixed use areas, such as transit-oriented developments and industrial areas. Individually and in combination, these economic development tools provide flexibility for achieving financing and technical assistance for the "hard" and "soft" component strategies of community revitalization and promotion. The use of one or more of these financing tools is strongly recommended for the implementation of the Village's *2020 Master Plan*.

BUSINESS DISTRICT DESIGNATION

Business district development and redevelopment is authorized by Division 74.3 of the Municipal Code of the State of Illinois. A municipality may designate, after public hearings, an area of the municipality as a Business District. While business district designation does not provide a funding source, it empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Approve all development and redevelopment proposals.
- Exercise the use of eminent domain for the acquisition of real and personal property for the purpose of a development or redevelopment project.
- Acquire, manage, convey or otherwise dispose of real and personal property

acquired pursuant to the provisions of a development or redevelopment plan.

- Apply for and accept capital grants and loans from the United States and the State of Illinois, or any instrumentality of the United States or the State, for business district development and redevelopment.
- Borrow funds as it may be deemed necessary for the purpose of business district development and redevelopment, and in this connection issue such obligation or revenue bonds as it shall be deemed necessary, subject to applicable statutory limitations.
- Enter into contracts with any public or private agency or person.
- Sell, lease, trade or improve such real property as may be acquired in connection with business district development and redevelopment plans.
- Expend such public funds as may be necessary for the planning, execution and implementation of the business district plans.
- Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans.
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment.

COMMUNITY DEVELOPMENT CORPORATIONS

Many communities use Special Service Areas or Tax Increment Financing (as appropriate) to fund the start up and/or operation of a community development corporation (CDC) to oversee a range of redevelopment activities for a specific geographic area, particularly commercial areas and central business districts. A central business district CDC is typically an

independently chartered organization, often times with not-for-profit status that is governed by a board of directors. The directors typically bring expertise in real estate or business development along with a demonstrated commitment to the community. CDCs are often funded through public-private partnerships with financial commitments from local financial institutions or businesses and a public funding source (TIF, SSA, etc.) to provide for both operating expenses and programs, as appropriate. CDCs may undertake traditional chamber of commerce-like activities such as marketing, promotion, workforce development, information management, and technical assistance to small businesses, but may also administer loan programs or acquire and redevelop property in the community. Many communities create CDCs under the umbrella structure of an established chamber of commerce in the community so that missions are complementary and do not overlap. An example of a distinctive CDC activity is the facilitation or administration of a revolving loan fund or a community lending pool capitalized by commitments from local financial institutions to provide low-interest/low-cost loans. Such funds typically target both new and expanding businesses for such redevelopment activities as interior improvements, façade and exterior improvements, building additions, site improvements, etc. Some state and federal small business assistance programs are structured to work in combination with CDC-administered loan programs. Another distinctive activity of a CDC is property acquisition and redevelopment, which is most successful when the organization is mature in both expertise and capacity (particularly if the CDC intends to manage property after redevelopment).

TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS

Based on the types of improvements recommended in the *2020 Master Plan*, the funding sources that will most likely be applicable to Brookfield are programs of the

Transportation Equity Act for the 21st Century (TEA-21), including ITEP, CMAQ and STP Programs. TEA-21 was appropriated in 1998 as a successor to the Intermodal Surface Transportation Efficiency Act (ISTEA) and is currently funded for five years. The TEA-21 programs are administered through various regional and state agencies and are supported by federal revenues. While the details of project eligibility vary from program to program, they all generally require that a project have a local sponsor (the Village of Brookfield), and some evidence of local support of the project. Brief descriptions of the component programs of TEA-21 are described below.

It should be noted that these transportation and infrastructure programs might be applied in combination with one or more funding sources described under other funding categories.

Illinois Transportation Enhancement Program (ITEP)

This funding source is administered by the Illinois Department of Transportation and is a set-aside fund from the Transportation Equity Act for the 21st Century (TEA-21). Among the projects that are eligible for this funding include bicycle/pedestrian facilities, streetscaping, landscaping, historic preservation and projects that control or remove outdoor advertising. Federal reimbursement is available for up to 50 percent of the cost of right-of-way and easement acquisition and 80 percent of the cost for preliminary engineering, utility relocations, construction engineering and construction costs.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The CMAQ program is also part of TEA-21 and it focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types include transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that

result in emissions reductions. These projects are also federally funded at 80 percent of project costs.

Surface Transportation Program (STP)

These funds are allocated to coordinating regional councils to be used for all roadway and roadway related items. Projects in this funding category must have a local sponsor and are selected based, among other factors, on a ranking scale that takes into account the regional benefits provided by the project among other factors. STP funds are allocated among the following programs: demonstration projects, enhancement, hazard elimination, and urban funds.

State Only Funding

These funds are distributed to municipalities for roadway related projects. The recently initiated Illinois FIRST legislation increases funds available in this category. Elements of the Illinois FIRST program include a fund for locally sponsored projects that improve the quality of life. Other recommended projects such as utility and lighting improvements might be eligible for funds from this facet of the program. While many projects and allocations to legislative districts have already been approved (including the district encompassing the Village of Brookfield), Illinois FIRST is still accepting proposals for additional projects.

OPEN SPACE AND NATURAL RESOURCES

The Village should monitor the Illinois Department of Natural Resources (IDNR)'s programming and funding as a part of the implementation of the *2020 Master Plan*. A brief description of the most relevant IDNR programs is given below.

Illinois Department of Natural Resources

The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of

public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organization) and are awarded on an annual basis. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. IDNR grants are organized into three major categories: Open Space Lands Acquisition and Development (OSLAD), Boat Access Area Development (BAAD), and Illinois Trails Grant Programs.

- The OSLAD program awards up to fifty percent of project costs up to a maximum of \$400,000 for acquisition and \$200,000 for development/renovation of such recreation facilities as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches.
- The BAAD program provides financial assistance for acquisition, construction, expansion and rehabilitation of public boat and canoe access areas. The program provides up to 100 percent of funds for project construction and 90 percent of funds for land acquisition (\$200,000 annual maximum per project).
- IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses (bike paths, snowmobile, off-highway vehicles, motorized and non-motorized recreational trails, etc.). The Illinois Bicycle Path Program is one program under this category and provides up to fifty percent of costs for approved projects (maximum of \$200,000 for development, no limit for acquisition). Another program is the Recreational Trails Program that provides an eighty percent match to a local twenty percent investment in projects for acquisition, development rehabilitation and maintenance of both motorized and

non-motorized recreational trails (this is part of the TEA-21 umbrella program as described in the Transportation and Infrastructure section above).

Foundation and Specialized Grants

The successful implementation of the 2020 *Master Plan* requires realization of projects that range in scale and scope. One type of funding source that becomes increasingly significant when issue-specific projects or programs (tourism, performing arts, historic preservation, small business assistance, etc.) are considered is foundation grants. The Village should dedicate resources to monitoring and exploring foundation grants as funding tools.

For example, the Village could initiate a commercial façade rehabilitation program through a grant from the Grand Victoria Foundation—the philanthropic arm of the Grand Victoria Casino in the City of Elgin. The foundation’s mission is to “assist communities in their efforts to pursue systemic solutions to problems in specific areas of education, economic development and the environment.” Specifically, the foundation will fund economic development projects that: link workforce development to jobs and job creation; provide greater access to capital and other resources; improve housing and home ownership opportunities; and implement smart growth management. The foundation indicates that priority is given to projects that are regional in scope, employ “best practices,” pursue long-term positive results, and leverage additional investment. Not-for-profit organizations and public entities located in Illinois are eligible for Grand Victoria Foundation grants.

APPENDIX A

ACTION AGENDA

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
COMMERCIAL			
<i>Promote “corridor commercial” development along Ogden Avenue and 31st Street, where appropriate, as identified in the subarea plans.</i>	<p>Priority 1: Ensure zoning on all parcels permits desired types of development.</p> <p>Priority 1: Provide technical assistance, information and cooperation to owners, developers, and builders.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as brochures and a website that would highlight available sites.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners; developers; real estate brokers; Brookfield Chamber of Commerce; Business Association.	Administrative action; policy decisions; General Fund.
<i>Promote and encourage transit-oriented development, such as retail, restaurant, and entertainment uses in the Hollywood Station/Zoo Stop, Congress Park Station and Downtown Areas, as identified in the subarea plans.</i>	<p>Priority 1: Ensure zoning on all parcels permits desired types of development.</p> <p>Priority 1: Provide technical assistance, information and cooperation to owners, developers, and builders.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites and opportunities.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners; developers; real estate brokers; Brookfield Chamber of Commerce, Business Association, RTA.	Administrative action; policy decisions; General Fund.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Promote and encourage “Village Center” commercial development in the Eight Corners, and Downtown Areas.</i>	<p>Priority 1: Ensure zoning on all parcels permits desired types of development.</p> <p>Priority 1: Provide technical assistance, information and cooperation to owners, developers, and builders.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners; developers; real estate brokers; and Brookfield Chamber of Commerce, Business Association.	Administrative action; policy decisions; General Fund.

MIXED-USE

<i>Encourage mixed-use, multi-family/ residential developments in the transit-oriented areas, such as the Hollywood Station/Zoo stop and in the Downtown area.</i>	<p>Priority 1: Update zoning ordinance to encourage transit supportive uses within the Hollywood/Zoo Stop and Downtown</p> <p>Priority 1: Provide technical assistance, information and cooperation to owners, developers, and builders.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 1: Provide incentives to accelerate development.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners; developers; real estate brokers; Brookfield Chamber of Commerce.	Administrative action; policy decisions; General Fund, Illinois Main Street Program; Illinois First Program; TIF; ISTE.
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*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
Encourage the redevelopment of the primary and secondary sites along Ogden Avenue, as illustrated in the Ogden Avenue Subarea Plan.	<p>Priority 1: Ensure zoning on all parcels permit desired types of development.</p> <p>Priority 1: Provide technical assistance, information and cooperation to owners, developers, and builders.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites.</p> <p>Priority 1: Provide incentives to accelerate development.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 2: Abandon right-of-way as identified in the Ogden Avenue Subarea Plan to protect neighborhoods and facilitate more contemporary development.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners, developers; real estate brokers; Brookfield Chamber of Commerce, Business Association.	Administrative action; policy decisions; General Fund, Illinois Main Street Program; Illinois First Program; TIF; ISTEa.
Redevelop the Congress Park Station/"Ogden Triangle" into a retail/commercial use, as shown in the subarea plans.	<p>Priority 1: Conduct a detailed financial/ridership study to determine the feasibility, viability, and desirability of continuing the operation of the Congress Park Station.</p> <p>Priority 1: Pending the results of the study, work with Metra to retire/close the station and to suggest future land uses for that area, or to revitalize and rehabilitate that station.</p> <p>Priority 1: Ensure zoning on all parcels permit desired types of development.</p> <p>Priority 1: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 2: Abandon right-of-way as identified in the Ogden Avenue Subarea Plan to protect neighborhoods and facilitate more contemporary development.</p>	Metra; IDOT; developers; real estate brokers; Brookfield Chamber of Commerce and BNSF.	Administrative actions; policy decisions; Illinois First Program; TIF.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Encourage redevelopment efforts on primary and secondary sites, as illustrated in the various subarea plans.</i>	<p>Priority 1: Ensure zoning on all parcels permits desired development.</p> <p>Priority 2: Provide technical and financial assistance to current property owners and to interested developers.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers.</p> <p>Priority 3: Acquire and assemble key properties for redevelopment.</p> <p>Priority 3: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners; businesses; developers; real estate brokers; Brookfield Chamber of Commerce.	Administrative actions; policy decisions; developer RFP; TIF.

RESIDENTIAL

<i>Maintain and enhance the single-family residential areas throughout the Village.</i>	<p>Priority 1: Enforce appropriate land use and zoning policies and building codes.</p> <p>Priority 1: Establish a loan program, providing low-interest loans to residents who are seeking to improve the visual appearance/architecture of homes.</p> <p>Priority 1: Establish a home maintenance grant or low-interest loan program for senior citizens and low-income residents to assist with the cost of home maintenance and repairs.</p> <p>Priority 1: Provide technical assistance to residents.</p>	Property owners/residents; developers; real estate brokers; and lending institutions.	Administrative action; policy decisions; consistent code enforcement; work with neighborhood associations.
<i>Monitor “teardown” housing; provide for appropriate teardown residential development where functional obsolescence and/or deterioration of homes is present.</i>	<p>Priority 1: Enforce building and zoning codes.</p> <p>Priority 2: Create, or use an existing, resource for developers, builders, and residents which establishes guidelines for residential redevelopment (see “Workbook for Successful Redevelopment” by Community First, modeled for Naperville and other mature communities).</p>	Property owners; residents, builders, real estate developers.	Administrative actions; policy decisions; consistent code enforcement; work with neighborhood groups; handbook/guidelines.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
Promote and encourage multi-family residential development near Metra stations, as appropriate.	<p>Priority 1: Ensure zoning on all parcels permit desired types and densities of development.</p> <p>Priority 1: If necessary, establish a new zoning district(s) that will provide for the desired density of new multi-family housing.</p> <p>Priority 1: Provide technical assistance, information and cooperation.</p> <p>Priority 1: Assist/encourage parcel assembly by private developers to facilitate the development of attractive and contemporary multi-family development.</p> <p>Priority 2: Undertake marketing activities to advertise available sites and opportunities, such as a website that highlights available sites.</p> <p>Priority 2: Acquire and assemble key properties for redevelopment.</p> <p>Priority 2: Prepare developer Requests for Proposals (RFPs) for Village-owned sites, as appropriate.</p>	Property owners/residents; developers; real estate brokers.	Administrative actions; policy decisions; eminent domain; Administrative action; work with property owners/developer's; RFP.
Encourage multi-family uses above commercial buildings in the Downtown and Eight Corners Subareas.	<p>Priority 1: Work with willing business owners to create residences on upper levels of commercial buildings.</p> <p>Priority 1: Ensure zoning regulations permit mixed commercial/residential uses.</p> <p>Priority 1: Provide technical and financial assistance to current property owners and to interested developers.</p> <p>Priority 1: Establish a loan program, providing low-interest loans to business owners seeking to create residences above commercial uses within desired areas.</p>	Property owners/residents; business owners, local banks, lending institutions, property managers.	Administrative actions; policy decisions.
INDUSTRIAL			
Retain existing light industrial businesses along 47th Street and Southview Avenue.	<p>Priority 1: Provide financial and technical assistance to interested business owners and property owners/residents.</p> <p>Priority 2: Revise zoning code, if appropriate, to encourage all industrial land uses to be located in the existing industrial areas.</p>	Property owners/residents; business owners; Brookfield Chamber of Commerce; Business Association..	Administrative actions; SSA; TIF; policy decisions.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Require appropriate buffering and screening between the residential areas and the nearby light industrial areas.</i>	<p>Priority 1: Draft and adopt a landscaping and buffering ordinance to improve appearance of commercial and business uses, along with associated parking and appurtenances, and to protect adjacent residential areas.</p> <p>Priority 1: Establish an amortization schedule and related requirements to ensure the installation of buffering and screening measures.</p> <p>Priority 1: Provide technical assistance to businesses and property owners/residents.</p> <p>Priority 1: Enforce landscaping and buffering requirements.</p>	Property owners/residents and business owners.	Administrative actions; SSA; TIF; policy decisions; consistent code enforcement.
<i>Protect adjacent residential areas from light industrial and commercial uses.</i>	<p>Priority 1: Adopt performance standards that will monitor and regulate noise, odors, dust, and vibrations associated with some industrial uses.</p> <p>Priority 1: Enforce performance standards after they are adopted.</p> <p>Priority 1: Establish an amortization schedule and related requirements to ensure landscaping installation.</p>	Property owners/residents and business owners.	Administrative action; policy decisions; consistent code enforcement.
COMMUNITY FACILITIES			
<i>Alleviate traffic issues around Congress School.</i>	Priority 1: Implement temporary one-way streets during peak traffic times.	School District #102; IDOT; Cook County.	Administrative action; temporary signage.
<i>Promote linkages to/from Brookfield Zoo.</i>	<p>Priority 1: Create highly visible and inviting points of entry and exit to and from the Brookfield Zoo and the rest of the Village.</p> <p>Priority 1: Establish a unified appearance/logo/theme for way- finding signage.</p> <p>Priority 1: Clearly demarcate the Walk to Zoo route to/from Downtown Brookfield and Hollywood Station by installing wayfinding signage at appropriate locations.</p>	Brookfield Zoo; Recreation Department; Brookfield Chamber of Commerce.	Administrative action; signage.
<i>Enhance the park system throughout Brookfield.</i>	<p>Priority 1: Provide additional amenities within the existing parks to expand their recreational amenities and function as public gathering places for residents and visitors.</p> <p>Priority 2: Identify opportunities for additional pocket/vest park developments.</p>	Recreation Department; property owners; neighborhood associations; residents; IDNR.	Land dedication; gifts; General Fund; GO bonds; OSLAD grants; other local sources.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Develop a park/recreational facility on the land purchased from School District #103.</i>	<p>Priority 1: Secure property rights to permit the construction of the park.</p> <p>Priority 1: Implement recommendations in the Open Space/Parks Master Plan.</p> <p>Priority 2: Complete final design, engineering, and final construction.</p>	School District #103; Recreation Department; IDNR	Land dedication; gifts; OSLAD, General Fund; GO bonds; Illinois First Program.
<i>Explore, and plan for, alternate uses for Lincoln School.</i>	<p>Priority 1: Work with School District 103 to determine whether the building and/or the entire site will be redeveloped.</p> <p>Priority 2: Provide technical and financial assistance.</p>	School District #103; Recreation Department	Administrative actions
<i>Encourage continued maintenance and improvement of Forest Preserve facilities, including the planned bicycle paths and trails.</i>	<p>Priority 1: Work with the Cook County Forest Preserve District to help plan the paths and trails.</p>	Cook County Forest Preserve; Recreation Department	Administrative actions
<i>Explore establishment of a Brookfield Park District.</i>	<p>Priority 1: Engage in a feasibility study to determine the benefits and drawbacks of merging the Recreation Department with a new entity.</p> <p>Priority 1: Implement recommendations in the Open Space/Parks Master Plan.</p>	Recreation Department; residents.	Administrative actions
<i>Establish a parkland dedication requirement for new development.</i>	<p>Priority 1: Determine appropriate amount of open space that will be needed, based on current local trends.</p> <p>Priority 2: Adopt, implement, and enforce the parkland dedication requirement.</p>	Recreation department; property owners/residents, developers.	Administrative actions; policy decision

TRANSPORTATION & CIRCULATION

<i>Work with Metra and other communities on the proposed Inner Circumferential line and its potential impacts on the Village.</i>	<p>Priority 1: Participate in the feasibility study with Metra and other partners.</p>	RTA; Metra; nearby communities; Cook County; other counties; IDOT	Administrative action.
<i>Provide a municipal bus/trolley to and from the Zoo and Downtown and other areas in the Village.</i>	<p>Priority 1: Engage in a financial and ridership feasibility study, including potential routes, stops, etc.</p> <p>Priority 2: Pending results of feasibility study, explore various funding sources.</p> <p>Priority 2: Secure funding for a pilot program.</p> <p>Priority 3: Develop a pilot program with a phased schedule for implementation.</p> <p>Priority 3: Evaluate the pilot program and implement the program based on those results.</p>	Pace; IDOT; Zoo; Cook County; business owners; property owners/residents; Chamber of Commerce.	ISTEA; CMAQ, General Fund; Bonds; other local sources.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Implement a bike trail/path system as identified on the Land Use and Transportation Plans.</i>	<p>Priority 1: Engage in a Village-wide bike route planning exercise, including potential routes, prioritization of pathways, etc.</p> <p>Priority 1: Secure right-of-way privileges for on-street bike lanes on all state roads.</p> <p>Priority 1: Explore various funding sources.</p> <p>Priority 2: Once funding is secured, begin a phased implementation program and install the initial lanes.</p>	IDOT; Recreation and Public Works Departments; Cook County	ISTEA; CMAQ General Fund; Bonds; other local sources.
<i>Work with the railroad companies to maintain facilities and install sound barriers, planting and screening.</i>	Priority 1: Coordinate with the BNSF to ensure cooperation with the Village's concerns on sight and sound barriers.	Burlington Northern/Santa Fe railroad company; Public Works Department	Administrative actions
<i>Continue the improvement and rehabilitation of the local street system.</i>	<p>Priority 1: Prepare and implement a Capital Improvement Plan (CIP).</p> <p>Priority 2: Plan and budget for major street upgrades and improvements as part of the CIP.</p>	IDOT; Cook County; property owners/residents; business owners.	ISTEA; TIF; MFT; General Fund; Bonds; other local sources.
<i>Abandon the right-of-way and cul-de-sac Grove Avenue, Deyo Avenue, and to the north side of Blanchan Avenue.</i>	Priority 1: Determine if street right-of-way is necessary to facilitate commercial development.	IDOT; Public Works Department; Cook County; property owners/residents; business owners	ISTEA; TIF; MFT; General Fund; Bonds; other local sources.
<i>Repair alleys, where needed, throughout the Village, and keep alleys in good condition.</i>	<p>Priority 1: Prepare and implement a Capital Improvement Plan.</p> <p>Priority 2: Plan and budget for alley repair, repaving, and maintenance.</p>	IDOT; Cook County; property owners/residents; business owners.	ISTEA; TIF; General Fund; Bonds; other local sources.
<i>Pave the alleys behind the Ogden Avenue frontage, as necessary, to provide alternate means for servicing businesses and to reduce traffic congestion.</i>	<p>Priority 1: Prepare and implement a Capital Improvement Plan.</p> <p>Priority 2: Plan and budget for alley repair, repaving, and maintenance.</p>	IDOT; Cook County; property owners/residents; business owners.	ISTEA; TIF; General Fund; Bonds; other local sources.
<i>Replace the existing curb and gutter along Ogden Avenue with "hard" curbing.</i>	<p>Priority 1: Prepare and implement a Capital Improvement Plan.</p> <p>Priority 2: Plan and budget for curb replacement and repair.</p>	IDOT; Cook County; property owners/residents; business owners.	ISTEA; TIF; General Fund; Bonds; other local sources.
PARKING			
<i>Prohibit parking on sidewalks and the parkways along Ogden Avenue.</i>	<p>Priority 1: Designate the areas as no-parking, and install appropriate signage.</p> <p>Priority 1: Strictly enforce parking restrictions.</p>	IDOT; Police Department; Cook County; Public Works.	General Fund.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Review the zoning ordinance, especially the parking requirements.</i>	<p>Priority 1: Develop guidelines that are more appropriate to each subarea (i.e., less parking required in the pedestrian-oriented areas than the corridor commercial areas, etc.)</p> <p>Priority 1: Adopt, implement, and strictly enforce parking requirement guidelines.</p>	Property owners/residents; businesses owners; Business Association; Brookfield Chamber of Commerce; IDOT.	Administrative action, policy decision, consulting services, General Fund.
<i>Review the potential to expand commuter parking at the Hollywood and Brookfield Stations.</i>	Priority 1: Explore the potential to expand the number of parking spaces available at the stations as shown on the concept plans (Section Eight).	Property owners/residents; businesses owners	General Fund.
PEDESTRIAN CIRCULATION			
<i>Establish a designated on-street bike route to connect Downtown Brookfield to the Prairie Trail and the Illinois Grand Trail.</i>	<p>Priority 1: Install signage designating the on-street bike route.</p> <p>Priority 1: Promote cycling for residents as a means of travel. Create, publish and distribute a trail map.</p>	Forest Preserve; Parks Department; Cook County; property owners/residents; merchants, IDOT.	TEA21; other grants
<i>Improve visibility and safety in the pedestrian-oriented areas of the Village.</i>	<p>Priority 1: Design, engineer and install safe pedestrian crossings and queuing areas.</p> <p>Priority 1: Incorporate anticipated costs into of the Village's Capital Improvement Program.</p> <p>Priority 1: Improve landscaping and add landscaping between parking lots and sidewalks.</p> <p>Priority 1: Utilize bulb-outs, raised pedestrian paths, and landscaping planters to buffer pedestrian pathways from automobile traffic.</p>	IDOT; Cook County; property owners/residents, merchants, Chamber of Commerce.	TEA21; other grants; GO Bonds; SSA funds, General Fund.
DESIGN & APPEARANCE			
<i>Install attractive streetscaping along the major corridors, including more attractive signage; parkway landscaping, parking lot landscaping; and reconfigured sidewalks.</i>	<p>Priority 1: Establish a unified design/character and desired amenities and elements for streetscape improvements.</p> <p>Priority 1: Incorporate anticipated streetscaping costs into of the Village's Capital Improvement Program.</p> <p>Priority 1: Review and update the Village's Sign and Landscape Ordinances.</p> <p>Priority 1: Consistently enforce the Sign and Landscape Ordinances.</p>	Chamber of Commerce; IDOT; property owners/residents; businesses; developers.	TEA21; Illinois Main Street Program; Illinois First Program; other grants; GO Bonds; General Fund.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Install wayfinding signage throughout Downtown Brookfield, directing visitors to parking and other points of interest in Downtown Brookfield.</i>	<p>Priority 1: Establish a unified appearance/logo/theme for wayfinding signage.</p> <p>Priority 1: Identify appropriate locations and install signage.</p>	Metra; Business Association; property owners/residents; businesses; developers.	TEA21; other grants; General Fund.
<i>Install pedestrian amenities, visible crosswalks, and attractive landscaping to improve pedestrian safety at several intersections throughout the Village.</i>	<p>Priority 1: Develop a streetscape plan, based on recommendations made in the various subarea plans.</p> <p>Priority 1: Implement the streetscape plan as part of the Village's Capital Improvement Program.</p>	Property owners/residents; businesses; Business Association; Brookfield Chamber of Commerce; IDOT.	General Fund; SSA; TIF; GO Bonds.
<i>Improve community image and identity, especially along major corridors and at key locations.</i>	<p>Priority 1: Develop a refined gateway improvement program for the Village utilizing the Village's logo.</p> <p>Priority 2: Acquire property rights/easements and install gateway signage.</p>	Chamber of Commerce; property owners/residents; merchants, Park District; developers.	IDOT, Cook County; Park District, General Fund, local donations.
<i>Establish a façade improvement plan to assist property owners in updating the appearance and image of commercial buildings.</i>	<p>Priority 1: Establish a unified design/character and desired amenities and elements for streetscape improvements.</p> <p>Priority 1: Establish a loan program, providing low interest loans/financial assistance to residences, businesses and property owners seeking to improve the visual appearance/ architecture of buildings and structures.</p> <p>Priority 1: Provide technical assistance.</p>	Property owners; businesses; Neighborhood Associations; preservationists; local lending institutions; Chamber of Commerce	General Fund; other grants.
<i>Improve pedestrian circulation by shifting existing curb cuts to alleys and side streets and limiting the amount of new curb cuts along commercial corridors.</i>	<p>Priority 1: Identify areas where curb cuts can be shifted to alleys, and develop a phased plan of implementation.</p> <p>Priority 1: Implement plan as part of the Village's Capital Improvement Program.</p>	Property owners; businesses; IDOT; Cook County	Administrative actions; General Fund; other grants.
<i>Install curbs and gutters on streets as identified in the subarea plans.</i>	<p>Priority 1: Identify areas with unimproved curb and gutters or areas that need replacement.</p> <p>Priority 1: Implement curb and gutter improvements as part of the Village's Capital Improvement Program.</p>	Property owners, businesses; IDOT, Cook County.	General Fund; Capital Improvements Program; GO Bonds.
<i>Enhance historic sites with attractive markers and/or story boards.</i>	<p>Priority 1: Complete a comprehensive inventory of historical sites and buildings within Brookfield.</p> <p>Priority 1: Establish a loan program, providing low interest loans/financial assistance to property owners seeking to restore and/or improve historical sites.</p> <p>Priority 1: Establish a unified appearance/logo/theme for historical marker signage.</p>	Property owners; business owners; preservationists.	General Fund; GO Bonds; other grants.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Add sidewalks where there are none and expand where necessary.</i>	<p>Priority 1: Identify locations where sidewalks are missing and/or need to be expanded and prioritize areas by need.</p> <p>Priority 1: Implement sidewalk improvements as part of the Village's Capital Improvement Program.</p>	Property owners; businesses; Brookfield Chamber of Commerce; IDOT.	General Fund; SSA; TIF; GO Bonds.
<i>Continue to improve the image and appearance of commercial areas through the use of landscaping, lighting, signage and other techniques.</i>	<p>Priority 1: Review and update standards for commercial zoning districts.</p> <p>Priority 1: Establish a loan program, providing low interest loans/financial assistance to businesses and property owners seeking to improve the visual appearance of their businesses through landscaping and site improvements.</p> <p>Priority 1: Provide technical assistance.</p>	Brookfield Chamber of Commerce; developers; business property owners; local lending institutions.	Administrative actions; policy decisions; Illinois Main Street Program; General Fund.
<i>Review sign regulations and develop guidelines that are appropriate to each commercial area.</i>	<p>Priority 1: Undertake an evaluation of existing ordinances, development controls and prepare appropriate amendments.</p> <p>Priority 1: Adopt, implement, and enforce sign regulations.</p>	Developers; business and property owners	Administrative actions; policy decisions.
<i>Create a new Property Maintenance/Blight Ordinance.</i>	<p>Priority 1: Undertake an evaluation of existing regulations, prepare appropriate amendments, add necessary regulations, and finalize into a comprehensive ordinance.</p> <p>Priority 1: Adopt, implement, and enforce the Property Maintenance/Blight Ordinance.</p>	Residents, Police Department, Village staff	Administrative actions; policy decisions; Village staff resources.
ADMINISTRATIVE ACTIONS			
<i>Establish or identify a Business Association with which the Village could closely work.</i>	<p>Priority 1: Work with community leaders and businesses to establish and appoint a Business Association.</p> <p>Priority 2: Appoint/hire a staff person to manage the Business Association.</p>	Businesses; Chamber of Commerce; property owners.	Administrative actions.
<i>Implement recommended Zoning Ordinance studies and revisions.</i>	<p>Priority 1: Prepare recommended Zoning and related ordinance revisions as identified to implement plan recommendations.</p> <p>Priority 1: Adopt, implement, and strictly enforce the Zoning and related ordinances.</p>	Property owners; businesses; developers; real estate brokers; residents.	Village staff resources; consulting services; General Fund.
<i>Establish a Planned Unit Development (PUD) Ordinance.</i>	<p>Priority 1: Prepare PUD Ordinance based on input from residents, developers, property owners, and other PUD Ordinances.</p> <p>Priority 1: Adopt, implement, and strictly enforce the PUD Ordinance.</p>	Property owners; businesses; developers; real estate brokers; residents.	Village staff resources; consulting services; General Fund.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

Project or Action	Role of the Village of Brookfield	Other Possible Participants	Tools, Techniques and Resources
<i>Institute budgeting processes and procedures to provide necessary revenues for current periods, while allowing financial reserves for the future.</i>	<p>Priority 1: Utilize annual budget to implement 2020 Master Plan recommendations.</p> <p>Priority 1: Implement Capital Improvement Plan.</p>	Public Works Department; Village engineers, other consultants	Administrative actions and policy decisions.
<i>Implement a capital improvement program to address short- and long-term infrastructure improvements and facility planning.</i>	<p>Priority 1: Develop a Capital Improvement Plan to implement 2020 Master Plan recommendations.</p> <p>Priority 2: Undertake regular review of the CIP to ensure it address community needs.</p>	Residents; schools; IDOT; Cook County.	Administrative actions and policies; consulting services.
<i>Continue to seek grants, loans, and other sources of intergovernmental funding.</i>	<p>Priority 1: Work with county, state and federal agencies to secure funding to implement Plan recommendations.</p>	Chamber of Commerce; schools; IDOT; Cook County; State of Illinois.	Administrative actions and policy decisions.
<i>Establish a process for the regular review and update of the 2020 Master Plan.</i>	<p>Priority 1: Undertake regular review of the 2020 Master Plan.</p>	Residents; businesses; schools; local institutions.	Administrative actions and policy decisions.
<i>Explore the use of redevelopment tools (such as TIF) to spur redevelopment activities in the commercial and industrial areas of the Village.</i>	<p>Priority 1: Undertake appropriate investigative studies.</p> <p>Priority 1: Provide technical assistance to business community in understanding implications of alternatives.</p>	Business Association; Brookfield Chamber of Commerce; property owners; businesses; developers; real estate brokers.	Community General Fund, business community participation.
<i>Undertake active marketing and promotion activities to enhance the Village's regional image and identity.</i>	<p>Priority 1: Develop a marketing approach, media and programming.</p>	Business Association; Brookfield Chamber of Commerce; West Suburban Cook County Chamber of Commerce; Brookfield Zoo.	Business community donations; General Fund.

*Projects and actions under each category are not necessarily listed in order of importance or sequence.

****Priority 1:** 1-3 Years, **Priority 2:** 3-5 Years, **Priority 3:** 5 Years and beyond

APPENDIX B

COMMUNITY OUTREACH

PROJECT INITIATION WORKSHOP

A Project Initiation Workshop was conducted with the Project Advisory Committee (PAC) on June 18, 2003 at the Brookfield Village Hall. As part of the meeting, a PAC workshop was conducted to obtain PAC members' opinions, comments, and concerns about Brookfield as we begin the Master Planning process. Approximately fourteen people attended the meeting and participated in the workshop.

This section provides a summary of the results of the Project Initiation Workshop. The summary reflects the opinions and comments stated during workshop dialogue and includes a summary of participants' responses to the workshop questionnaire.

Issues, concerns, assets, and advantages that were consistently mentioned throughout the workshop included:

- Need for economic/business development
- Need to improve the roads and other infrastructure, such as alleys, sewer and water lines, etc.
- Increase and maintain future funding sources/revenue
- Redevelop Ogden Avenue
- Promote Brookfield Zoo and strengthen relationships with the Zoo
- Protect the well-established neighborhoods and the existing housing stock, which is affordable and well maintained
- Improve traffic/transportation
- Review the zoning ordinance
- Improve the public schools

- Maximize Brookfield's central location and excellent access to regional transportation networks
- Develop a uniform streetscape
- End the political infighting/unrest

1. Identify five (5) issues or concerns confronting Brookfield.

The responses to this question are listed below, in order of most common response.

1. Economic development/business development (*13 responses*)
2. Need to improve roads and infrastructure (*7 responses*)
3. Traffic/transportation (*6 responses each*).
4. Taxes/funding (*5 responses*)
5. Schools; political fighting/unrest/divisiveness; visual appearance of business districts/lack of uniform streetscape; and multi-family development along the BNSF (*3 responses*).

The following issues or concerns had two responses each:

- Police/fire/garbage and other Village services
- Play/recreation area for kids/update parks
- Ogden Avenue (parking, need business development)
- Communication with residents and businesses on Village issues
- Zoning issues

Other issues or concerns mentioned once each were:

- Aging residents/senior participation

- Need to use the Zoo to our advantage
- Landlocked
- Poor quality information as reported by media
- No formal planning process or vision
- General lack of interesting commercial architecture
- Housing/property value
- Downtown area not visible from transportation areas
- Lack of awareness of the potential that Brookfield offers
- Need for a community center

2. List, in order of importance, the three (3) most important issues discussed thus far.

As a way to rate the answers, three points were awarded to each issue the PAC members listed as the most important, two points for the second answer on the list, and one point for the third.

In order of importance, the top three issues were:

1. Economic development (14 points)
2. Poor infrastructure (7 points)
3. Need to increase revenue (6 points)

Other issues mentioned in order of importance were:

- Schools (5 points)
- Community aesthetics; need for a plan (4 points each)
- Services from the Village; zoning issues; political divisiveness; property values (3 points each)
- Long-term financing; parking; customer and business attraction; develop multi-family housing (2 points each)

- Need to use the Zoo for the Village's advantage; need for cohesive plan; market Brookfield itself; need for Village center (1 point each)

3. Identify three (3) specific projects or actions that you would like to see undertaken within Brookfield.

The three most frequent responses were:

1. Roads/infrastructure/sewer improvements and redevelopment of Ogden Avenue (7 responses)
2. Build better Zoo relationships (3 responses)
3. Fine-tune/review/rewrite Village codes; upgrade public school system (2 responses each)

Other issues or concerns mentioned once each were:

- Develop an economic development task force
- More parking requirements (less strict on businesses)
- Stop political unrest
- Improved services (police, fire, garbage)
- Safe environment for raising family
- More playgrounds
- Blight committee
- Senior center
- Upgrade Village Hall technology systems to interface with the internet
- Unified business fee structure
- Tear down and rebuild a new Brookfield train station
- Improve Grand Avenue (downtown) businesses
- Build marketing plan to attract new residents communications, etc.

- Riverwalk all the way to the British Home
- Move Prairie Station west towards Maple
- Better washrooms, lights and play equipment at parks
- Initiate a flood relief program
- Investigate development of separate parks & recreation department
- Revenue enhancement
- Salt Creek (bike paths, etc.)

4. List the assets and advantages of Brookfield.

All assets and advantages are listed below by number of responses.

- Transportation access, specifically the proximity to rail lines and the highway (8 responses)
- Affordable neighborhoods/housing (7 responses)
- Brookfield Zoo; central location (6 responses)
- Three Metra Stations (4 responses)
- Willingness for improvements; recognizing the need for a plan (3 responses)
- Proximity to Chicago; good schools; Village Public Works Department (2 responses)

One response each:

- Friendliness of community residents
- Religious diversity
- Room to grow
- Aesthetics of residences
- Having a safe community
- Strong police and fire department
- Hometown feel

KEY PERSON INTERVIEWS

As a part of the Community Outreach phase of the Brookfield 2020 Master Planning Program, the Consulting team conducted interviews with 13 individuals possessing varying interests and insights in the community. In general, the objective of key person interviews is to obtain candid, first-hand views about conditions within the Village today, and discuss issues and potentials that should be taken into consideration as part of the planning for the future.

Interviews were conducted on September 17th and 18th, 2003. Each interview lasted approximately 45 minutes. Each interviewee was asked a series of questions regarding the Brookfield community. Additional interviews were conducted via the telephone for those individuals unable to attend one of the two scheduled interview days.

Overall responses to key questions are summarized below.

- Need to build upon the communities assets including the Brookfield Zoo, affordable housing, Metra service and great schools
- Need to capitalize on the great regional access of the community.
- For a successfully plan implementation, the Plan must overcome the political climate and overall politics
- Need to address the aging infrastructure throughout the community.
- The community has not utilized Ogden Avenue's full potential.

1. How would you define/describe the character of Brookfield?

The interviewees describe Brookfield as a residential community, providing people who work in the City of Chicago with a convenient place to live and play. Although

fully developed and surrounded by growth, the interviewees describe Brookfield as a friendly community with a small town feel. As the housing stock ages, they have noticed changes in the community such as a gentrification, and a shift away from the traditional "blue-collar" worker to a more baby blue or white-collar community. Many of the interviews also describe Brookfield as a political community, with the elected political party involved in most decision-making made by the Village and its administration.

Listed below are comments cited by only one interviewee:

- Missing "something"
- Affordable
- A distant cousin of the Z-oo
- Aging infrastructure
- Split personality (2 townships)
- Frayed appearance
- Lacking infrastructure
- Green
- Proud

2. What do you believe are the primary assets and advantages of Brookfield?

An overwhelming majority of people interviewed stated that Brookfield's location and access to transportation and highways was its primary asset and advantage over other communities. Access to Metra, Interstate 290, Interstate 55, Interstate 294, and Midway and O'Hare Airports highlighted by most of the interviewees. Other assets cited by a large number of interviewees include the Brookfield Zoo, police and fire protection, and public transportation (Pace/Metra). A smaller number of interviewees also mentioned the people, affordability, friendliness, convenience and potential of Brookfield as assets and advantages.

Listed below are assets heard from only one interviewee:

- Pride
- Schools
- Low taxes
- Stable
- Parks
- Ogden Avenue
- Politics
- Quiet
- Quality housing
- Sidewalks
- Demographic mix
- Community institutions

3. What do you believe are the primary weaknesses or vulnerabilities of Brookfield?

The politics and political climate was cited most often by interviewees as a weakness or vulnerability of the community. Interviewees believe the political climate does not provide for open and honest communication between elected officials, staff, and residents. The aging infrastructure, which includes roads, curbs, sewers and sidewalks, was another vulnerability stated by several interviewees. The inability to capitalize on Ogden Avenue, lack of commercial business, the poor relationship with the Zoo, lack of parking, and narrow roads and streets were also mentioned more than once as being weaknesses or vulnerabilities to Brookfield.

Listed below are weaknesses heard by only one interviewee:

- Unattractive
- Nothing to let you know you are in/entering Brookfield
- Small town

- Deteriorating buildings
- Strict zoning
- Perception of a parking problem
- Strict parking requirements
- Commuter parking is too cheap
- Not In My Backyard (NIMBY)
- Local people do not support local businesses

4. What do you consider to be the single most important issue confronting Brookfield today?

Interviewees mentioned the aging infrastructure most often as the single most important issue facing the community. Interviewees are concerned about the useful life of existing infrastructure and the ability of the Village to finance the replacement of the streets, sewers, water mains, curb, gutters, and sidewalks. Politics was also mentioned by a several interviews as an important issue facing the community. Interviewees again stressed that the political climate in the community is not one that fosters open communication, capable of making sound, well-informed decisions that are in the best interest of the overall good of the community. Interviewees are concerned that individual agendas and the political party as a whole often result in decisions that are not within the best long-term interests of Brookfield. The lack of sustainable business was also mentioned several times.

Listed below are weaknesses heard by only one interviewee:

- Ogden Avenue
- Density
- Perceived parking problem
- Parking
- Finance/money

5. If you had the power to undertake one project or improvement within Brookfield, what would it be?

When asked the question above, there was little consensus among the people interviewed. It is apparent that the interviewees have their own solution to improve Brookfield in a way that would best benefit the community. A few interviews suggested Ogden Avenue improvements (including widened and angled parking), the creation of a Park District (including improved park sites), widening the streets and alleys, and the improvement of infrastructure.

Listed below are projects cited by only one interviewee:

- Improve communication with seniors
- Implement the 2020 Master Plan
- Hire a planning professional
- Improve intergovernmental relationships
- Improve the appearance of the 47th Street industrial area
- Village wide parking restrictions/requirements
- Improve alleys
- Grade separated crossings
- Improve downtown
- Construct a teen center

6. What are your primary concerns regarding growth, development and redevelopment of Brookfield?

Several interviewees were concerned with the economic growth of the community, including businesses and industrial areas. Conservative zoning and building codes, lot sizes and parcel assembly were also mentioned several times by those interviewed. Two interviewees expressed concerns over housing becoming less affordable.

Listed below are weaknesses heard by only one interviewee:

- Aging infrastructure
- “Automatic” commercial
- Visual appearance/aesthetics
- 31st Street should “capture” Zoo business
- Lot sizes
- 47th Street industrial uses
- Density
- Unprepared staff
- Micromanaging board

COMMUNITY WORKSHOP

The Consultant conducted a Community Workshop with the residents of Brookfield on July 9, 2003. Approximately 35 people attended and participated in the workshop. The workshop was designed to encourage residents to communicate their concerns and feelings about their community during the early stages of the master planning process.

This section provides a summary of the results of the Community Workshop. The summary reflects the opinions and comments stated during workshop dialogue and includes a summary of participants' responses to the workshop questionnaire.

Issues, concerns, assets and advantages that were consistently mentioned throughout the workshop included:

- Improve infrastructure
- Redevelop Ogden Avenue
- Improve community relations/communications
- End the political strife
- Improve Village services
- Develop areas around the Metra Stations
- Promote economic development
- Redevelop Grand Avenue
- Improve traffic
- Need revenue to fund Village services
- Community beautification
- Take better advantage of Brookfield Zoo
- Improve and expand recreational programs and facilities
- Protect the well-established neighborhoods and affordable and well-maintained housing stock

- Maximize Brookfield's central location and strong proximity to regional transportation networks

1. Identify five (5) issues or concerns confronting the Village of Brookfield.

The responses to this question are listed below, in order of most common response:

1. Need for infrastructure improvements (19 responses)
2. Ogden Avenue: improvement of appearance, traffic problems and business development, and Community beautification (10 responses each)
3. Community relations- including improving involvement and communication, maintaining a small community feel, etc. (7 responses each)
4. Political strife/need for Village Board to work together; improve some Village services (6 responses each)
5. Economic development; redevelop Grand Avenue; need for more revenue to fund City services (5 responses each)

Other common responses are listed below:

- Need for other infrastructure improvements (sewer system, sidewalks); the need to improve the Eight Corners Area (make more pedestrian friendly, bring in better businesses, restaurants, etc.), and improving the recreational programs and facilities within the Village, including a bike trail and pedestrian access to Salt Creek (4 responses each)
- Need for more youth activities, the desire for new businesses; need streetscape improvements for Ogden Avenue; leverage potential with Brookfield Zoo; develop vibrant areas around Metra Stations (3 responses each).

Issues or concerns with two responses each include:

- Need for senior citizen housing
- Parking

- 47th street area needs improvement

The following issues or concerns received one response:

- Open space/green space
- Keep young families in town
- A basic, uninteresting community life
- Affordable housing
- Better school implements (computers, learning tools)
- Transit-oriented development
- Aging housing stock
- Trains interrupt traffic
- Residential lot size
- High school capacity
- Effects of new proposed commuter system

2. List, in order of importance, the three (3) most important issues discussed thus far.

As a way to rate the answers, three points were awarded to each issue participants listed as the most important, two points for the second answer on the list, and one point for the third.

In order of importance, the top three issues were:

1. Street & alley improvements/ improve traffic on major intersections (27 points)
2. Develop areas by Metra (shopping, restaurants, etc); take better advantage of the Zoo & its resources; need for economic development (10 points each)
3. Improve the visual image and identity of the community (13 points each)

Other frequently mentioned issues were:

- Parking (7 points)
- Community involvement /better communication; improve storefronts and visual appearance of Ogden Avenue, improve recreational programs and facilities, optimize natural resources (5 points each)
- Improve bike and walking paths (4 points each)
- Keep young families; need for the other infrastructure improvements; more community-based businesses; lack of real estate tax base to fund public safety; better signage and control of existing signage; and the need to consider the scale of commercial development. (3 points each)

Single response issues are listed below:

- Aging housing stock
- Lot size 50'-40'
- Grocery store at south end
- Improve pedestrian character of the Eight Corners
- High school capacity and physical plan
- Inner circle railroad (impacts/opportunities)
- Senior housing
- Lodging (bed and breakfast, hotel)
- Intergenerational activities
- Pick up/drop off senior assistance service
- Political "bickering"
- Re-establish new homeowners club
- Create a strong Chamber of Commerce to promote local businesses
- Zoning enforcement

3. Identify three (3) specific projects or actions that you would like to see undertaken within the Village of Brookfield.

The most frequent responses were:

1. Community beautification, such as: plant more trees with Village money, landscape the boulevard medians adjacent to Eight Corners, establish code enforcement crew, develop a program to help residents pay to bury overhead wires, etc. (9 responses)
2. Resurface the roads and alleys; various traffic improvements, such as a stop sign at Grand Avenue by the library, install bus stop shelters, complete wheelchair access at sidewalks, intersections at all corners and streets, etc., and specifically, install a traffic light at Prairie & Zoo (7 responses each)
3. Improve and expand recreational programs and facilities and promote business/economic development, including: attract new retail and restaurants for key commercial areas, create "green" businesses, create a strong Chamber of Commerce, develop a program to help residents initiate business in Brookfield, Zoo owned and operated businesses at Hollywood Station, etc. (6 responses each)

Other projects or actions mentioned twice include:

- Better utilize the Des Plaines River and Salt Creek
- Traffic control
- Build a community swimming pool
- Develop/improve Ogden Avenue
- Infrastructure
- Attract a grocery store

Other single response project or actions are listed below:

- Develop partnerships with Park, Zoo, Forest Preserve
- Secure state funding for projects in Brookfield
- Hire a community development director
- Fountain at the circle (mini Buckingham)
- Upgrade fire and police service equipment (need for better technology)
- Political bickering
- Restrict commercial vehicles in neighborhoods
- Buy the District 103 surplus land
- Develop Grand Avenue
- Build new high school
- New garbage cans
- Develop Congress Park Area
- Acquire property as it becomes available and market it to appropriate developers
- More condos by Grand Boulevard
- No businesses in residential areas that are not legal
- 40 ft lot size
- Re-establish new homeowners club
- Better Village progress

4. What are the primary strengths and assets of the Village of Brookfield?

The most common responses were:

1. Hometown feel/strong community spirit (13 responses)
2. Brookfield Zoo and Brookfield's central location (9 responses each)
3. Strong transportation; the river, parks, amount of green space and potential for recreation; having three Metra Stations,

the housing stock (diversity, unique character) and quality neighborhoods (5 responses each)

4. Good city services: garbage collection, snow removal, street cleaning (3 responses each)

Other strengths and assets that the community identified at this workshop include:

- Taxpayers/low taxes
- Good schools
- Maintain a progressive Village that is willing to take chances
- Willingness for improvements/ recognizing the need for a plan
- Salt Creek (bike paths, etc).
- Oak Savannah restoration project is unique and positive
- Library
- Conservative, middle-management blue collar atmosphere
- Veteran's Circle
- Interesting layout of business areas
- "Mom & Pop" stores

VISIONING WORKSHOP

Approximately 30 people participated in the Visioning Workshop. Participants in the Visioning Workshop included Brookfield Village Staff, 2020 Master Plan Advisory Committee, and interested residents.

Following a brief discussion of the planning process for the Brookfield 2020 Master Plan, the participants were asked to identify issues by creating a wish list of public and private sector projects or improvements and by identifying any problems or obstacles that could limit the implementation of the 2020 Master Plan.

As part of the issue identification process, participants were separated into five work groups. The groups were created by sequentially numbering participants with numbers one through five. Each group separated from others and performed the next steps of the visioning session at a separate table, working only with participants in their group. Each group was asked to describe Downtown Brookfield as they hoped it would be in the year 2014. In particular, the groups were asked to articulate the accomplishments and achievements that had been made since the Village's 2020 Master Plan was completed in 2004.

Below is a summary of the results of the Community Workshop. The summary reflects the opinions and comments stated during workshop dialogue and includes input submitted via the workshop questionnaire. The responses are listed in order of frequency. The number in parenthesis indicates the number of times a response was heard during the workshop. If no number is identified, the item was only mentioned once.

List three new private-sector projects or developments you would like to see undertaken within Brookfield

Retail/Residential Development (37)

- Grocery Store (6)
- Development of specialty retail and restaurants (5)
- Stores on Ogden and Grand (5)
- Retail and housing at Eight Corners (4)
- Multi-family housing along BNSF railroad (3)
- Moderately priced restaurants (2)
- Condominiums in downtown area
- Department stores
- Destination dining by train station
- Dining w/ parking garage on Grand Blvd.
- Higher density residential infill at obsolete commercial developments
- Hotel operated by Village and Zoo on Forest Preserve Property
- Shopping for out of town guests
- Restaurants on Grand
- Retail along BNSF railroad
- Senior housing
- 6+ story condominium buildings in the old Cadillac/Lucas Tire area

Planning and Development (15)

- Improve appearance of Ogden Corridor (4)
- Fill empty storefronts (2)
- New commercial development (2)
- Small business development (2)
- Anchor each of the commercial districts to support smaller businesses

- East Avenue redevelopment Retail along BNSF railroad
- Façade improvements
- Improve 31st Street businesses
- Retail along BNSF railroad
- Update zoning ordinance

Transportation (2)

- Better transportation
- Parking to fit needs of every business district

Other (1)

- Removal of car lots on Ogden

List three new public-private projects or improvements you would like to see undertaken within Brookfield

Physical Improvements (19)

- Street and curb maintenance and improvements (8)
- Infrastructure maintenance and improvements (3)
- Streetscape improvements (3)
- Alleys improvements (2)
- Paved alleys (2)
- Clean up dead trees in Kiwanis Park

Administration (15)

- Development of a separate park district (2)
- Ban political parties
- Better communication with residents
- Hire someone for economic development position
- Improve senior programs
- Improve Zoo relations

- Library expansion to include youth programs
- Maintenance plan budgeted annually
- New Village Hall/Municipal Center in new location
- Replace computer systems and import legacy data
- Stricter ordinance enforcement in blighted areas
- Stop political bickering
- Work together for Brookfield
- Work with good viable businesses

Planning & Development (13)

- Development of open space/ parkland (3)
- Reexamine zoning to allow for flexibility in targeted areas (2)
- Commercial development at the south end of town
- Fill empty stores
- Improve parking
- Plan for the redevelopment of Ogden Avenue
- Recreational area
- TIF on Ogden Avenue
- Understandable and logical Village codes
- Work with neighboring communities to improve traffic

Transportation (10)

- Transportation connection with the Zoo, downtown, and new light rail station (3)
- Improve commercial parking (2)
- Train station improvements (2)
- Integration of Congress Park Metra station and the proposed ICS transfer point

- Multilevel public parking
- New Brookfield Metra station

Retail/Residential Development (3)

- Hotel on Zoo/Forest Preserve property
- Senior club house
- Water park

What would you not like to see take place within Brookfield in the future?

Planning & Development (25)

- Industrial areas (3)
- Strip malls (3)
- Loss of open space/parkland (3)
- Inappropriate sized buildings (2)
- TIF that is not developer driven (2)
- Additional car dealerships on Ogden Avenue (2)
- Convenience stores (2)
- All retail/restaurants are franchised (2)
- Development without parking
- Empty stores
- Lack of parking
- Over centralization of pet projects
- Removal of existing property owners for a TIF on Ogden Avenue
- Too many large scale developments

Administration (15)

- Significant increase in number of establishments serving alcohol (3)
- Adult uses (2)
- Commitments without the ability to sustain them (2)
- Lose the small town feel (2)

- Demise of Police and Fire Department (2)
- Additional liquor licenses
- Poor decision making by elected officials
- Rejection of opportunity by the community
- Status quo

Transportation (3)

- Alleys repaved
- Traffic

Other (3)

- Become an unsafe place to live
- Deterioration of schools
- Increased drug problems

What problems, obstacle or concerns must be overcome before Brookfield can reach its full potential?

Administration (21)

- Politics (11)
- Having the will to promote the plan (2)
- Lack of support for tax increases (2)
- Acceptance of change
- Infrastructure improvements
- Lack of vision
- Negativity
- Respecting the rights of existing property owners
- Understanding TIF

Planning & Development (4)

- Depth of lots on Ogden Avenue (2)
- Spot zoning
- Update Zoning Ordinance

SUMMARY OF TOP ISSUES AND CONCERNS

Based on the PAC workshop and the community workshop, several recurring themes became apparent. The table below provides a snapshot of key issues, concerns, projects, assets, and advantages that community members have identified.

Project Advisory Committee		Community Workshop	
Most common issues/concerns			
1.	Economic/business development	Need for infrastructure improvements	
2.	Need for infrastructure improvements	Redevelop Ogden Avenue	
3.	Traffic/transportation	Community relations/communications	
4.	Taxes/future sources of funding	Political strife and improve Village services	
5.	Schools; political infighting/unrest; lack of uniform streetscape; and multi-family development along BNSF	Economic development; redevelop Grand Avenue, and need more revenue to fund services	
Three top issues/concerns			
1.	Economic/business development	Infrastructure improvements and improve traffic	
2.	Need for infrastructure improvements	Develop areas around Metra stations; take better advantage of Brookfield Zoo and need for economic development	
3.	Taxes/future sources of funding	Improve the identity and visual image of the community	
Specific projects/actions			
1.	Redevelop Ogden Avenue and improve infrastructure	Community beautification	
2.	Strengthen relationships with Brookfield Zoo	Infrastructure improvements and improve traffic	
3.	Review zoning ordinance and improve the public schools	Improve and expand recreational programs and facilities and promote economic/business development	
Main assets/advantages			
1.	Strong access to transportation networks	Hometown feel/small community spirit	
2.	Affordable housing	Brookfield Zoo and central location	
3.	Brookfield Zoo and central location	Strong access to transportation networks; amount of green space and recreational opportunities;	
4.	Three Metra stations	Having three Metra stations and the housing stock/well established neighborhoods	
5.	Willingness to improve and recognizing the need to plan	Good Village services	

APPENDIX C

DESIGN GUIDELINES

What are Design Guidelines?

Design Guidelines illustrate the urban design potential for sustainable, pedestrian-friendly neighborhoods and can be used to shape the renovation of existing structures, as well as the development of new buildings. These Guidelines are a supplement to the Zoning and Building regulations and are not code. They are, as the name applies, guides to development and rehabilitation within an area. That said, aspects of the Guidelines, including building to the property lines, landscaping requirements, and mixed-use development requirements, can and should be incorporated into the Zoning Code.

Adherence to these Guidelines will increase the comfort of pedestrians, encourage increased activity for the businesses, and enhance the Brookfield Station, Hollywood Station, and Eight Corners Subareas. Developed through a public process, including an Image Preference Survey, they reflect the character preferences of the community.

The Village of Brookfield can encourage compliance with the Design Guidelines in several ways. First, the Village can incorporate some of the Guidelines into the Zoning Code, as was previously mentioned, codifying a specific set of these Guidelines. Second, the Village can encourage their use through creating funding sources to assist property owners with building rehabilitation or new construction and tying these monies to compliance. Examples of these programs are façade or sign grant programs, which can be created by a municipality with tax increment financing (TIF) monies.

State and federal monies are also available to assist with a variety of other redevelopment projects, including building rehabilitation and maintenance through state and federal tax credits and grants for buildings within state or federally approved historic districts (Historic Preservation Fund and State and Federal Historic Tax Credits). Other organizations and agencies fund grants for community public art projects (Gunk Foundation), improvements to grade crossings (Grade Crossing Protection Fund), and transportation projects such as improvement to traffic flow, transit facilities, commuter lots, and bicycle and pedestrian facilities (Congestion Mitigation and Air Quality Improvement).

The following guidelines are organized into four categories: First Impressions, Building Façade Design, Building Type and Site Design, and Streetscape Design. A glossary, defining many of the terms used in this report, is included at the end of the document.

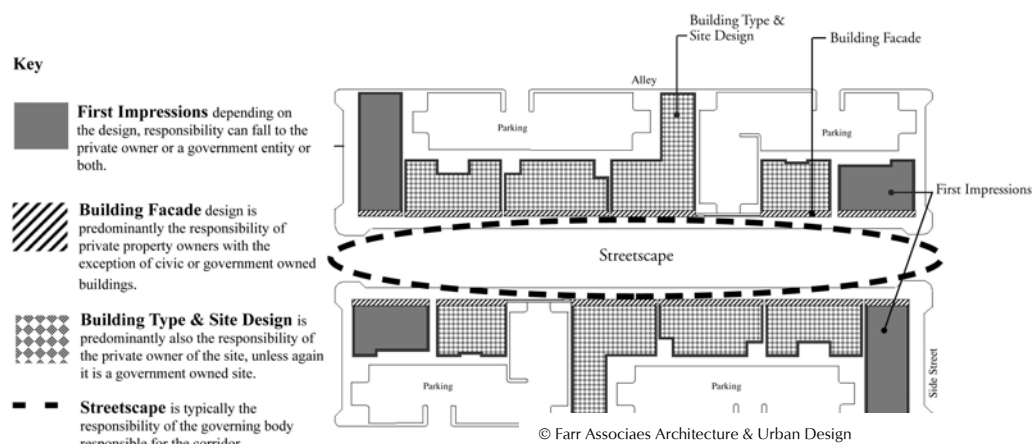


Diagram of the types of properties affected by the different design guideline categories.

CATEGORY 1: FIRST IMPRESSIONS

Sustainable, healthy neighborhoods welcome visitors as consumers and potential residents. The visual impression visitors' form as they enter an area greatly impacts how desirable they judge an area to be. Visitors will form their first impression while passing through in a car and, as is the case for the Brookfield Station and Hollywood Station areas, while passing by on the train.

When creating a favorable first impression, it is important to assess the existing traits and characteristics that already make the area unique, such as the Eight Corners' intersection, the six-cornered intersection in the downtown, and the Hollywood Station's proximity to the Zoo.

The guidelines in this section address the specific properties within each of the three Subareas. The gateways to each of the Subareas should receive special emphasis to indicate arrival into a special district; public art or monuments at these gateways can also be used to highlight its unique qualities.

Key:

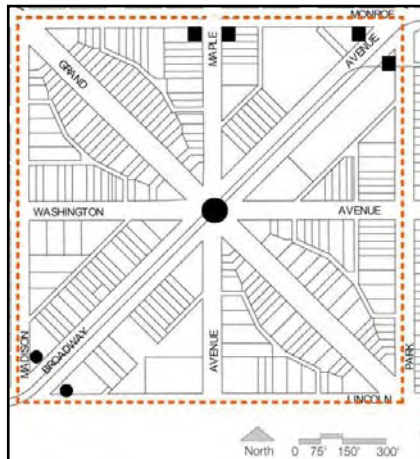
- Potential location for gateway buildings (See Guideline 1.1)
- Potential location for the installation of public art or monuments (See Guideline 1.2)



Many first time visitors to downtown Brookfield will be passing through on the train. The six-cornered intersection north of the train tracks is highly visible to commuters and is a good location for gateway treatments to corner buildings and for public art.



The Hollywood and Brookfield Avenues intersection is important for two reasons. First, it is very visible from the train, which is how many people will first see this area. Second, this intersection is the entrance to the Zoo walk, the approximately 1/2 mile path from the train station to the Brookfield Zoo.



Maple Avenue has the highest average daily trips (ADT) in the Eight Corners subarea. Given the number of people using this road to enter the Eight Corners area, it is important to provide a positive first impression. Broadway Avenue, the key commercial street within this area, should also be treated to highlight its importance.

Guideline 1.1 Treat Gateway Lots with Special Design

Corner lots are the first lots that a visitor sees upon entering an area; corner buildings can serve as the gateway into an area and can set the tone for the whole street. Corner buildings should be prominent and should hold the corner by being built to both the front and side property lines.

As commuters pass downtown Brookfield and the Hollywood Station areas, two intersections are immediately visible. In the downtown, the currently six-cornered intersection of Grand Boulevard, Brookfield, Prairie, and Fairview Avenues is an ideal area to create a positive impression for visitors, drawing them down the streets and into the downtown commercial and residential corridors. The existing corner buildings at this intersection are already built to the front and side property lines, however, two of the three buildings do not have usable upper floors. The lower height of these buildings blends in with the other buildings on the street, rather than standing out as the most prominent feature. The corner of Fairview and Brookfield Avenues is currently vacant; developing a corner building at this location would serve to further define the downtown.

In the Hollywood Station area, the intersection of Hollywood and Brookfield Avenues is the prominent intersection. Not only is it very visible from the train, but it also serves as the gateway for the approximately one-half mile Zoo walk from the train station to the Zoo. The intersection has two well-built corner buildings, although one is currently vacant. These buildings should be maintained and highlighted through continued maintenance.

The Eight Corners Subarea has several corners that could serve as the entrances into the corridor, as well as eight opportunities within the Subarea to define the area as a pedestrian-oriented commercial district and help draw potential patrons and business owners into the area. Maple Avenue has the highest traffic counts and therefore is an important street to treat. Brookfield Avenue should also be considered for gateway treatments as it is the prime commercial corridor within the Subarea.



While the existing buildings are built to the property lines, they do not capture the attention of passing commuters and draw visitors into the subarea.



A good example of a corner building in the Hollywood Stop subarea.

Recommended:



Two examples of corner buildings with unique design features that catch the eye of passing visitors.



Not Recommended:



This corner building is setback with its parking lot along the right-of-way.

Guideline 1.2 Install Public Art or Monuments at Gateway

Public art can be used to not only welcome visitors to an area, but also to help define the identity of the corridor. To make a piece of art more unique to an area, it can be created by local artists, school children, or community groups. Special flags, banners, monuments, and other design features can be used in a similar way to public art. Fountains, though often cost prohibitive, are forms of public art which can also serve to handle stormwater runoff from adjacent impervious surfaces. The Subarea maps in Category 1 identify the potential locations for public art or monuments.



Creative signage and landscaping are used to identify a Village boundary.



Monuments such as this one can highlight the entrance and exit of a special corridor or district.



Public art can be unique to the community by involving local artists, schools, and community organizations.



Fountains are a form of public art that create memorable character.

CATEGORY 2: BUILDING FAÇADE DESIGN

In the Village of Brookfield many of the existing historic buildings have undergone façade renovations, often with the result of diminishing or removing the traditional façade elements that give the buildings character. Building facades are key to defining an area. Traditional design elements provide a building with detail and divide a large façade into smaller, human-scale pieces. The results of the Image Preference Survey (IPS) taken by Brookfield residents during the public planning process show a preference to preserve and restore these design elements on existing buildings and to include them in new construction.

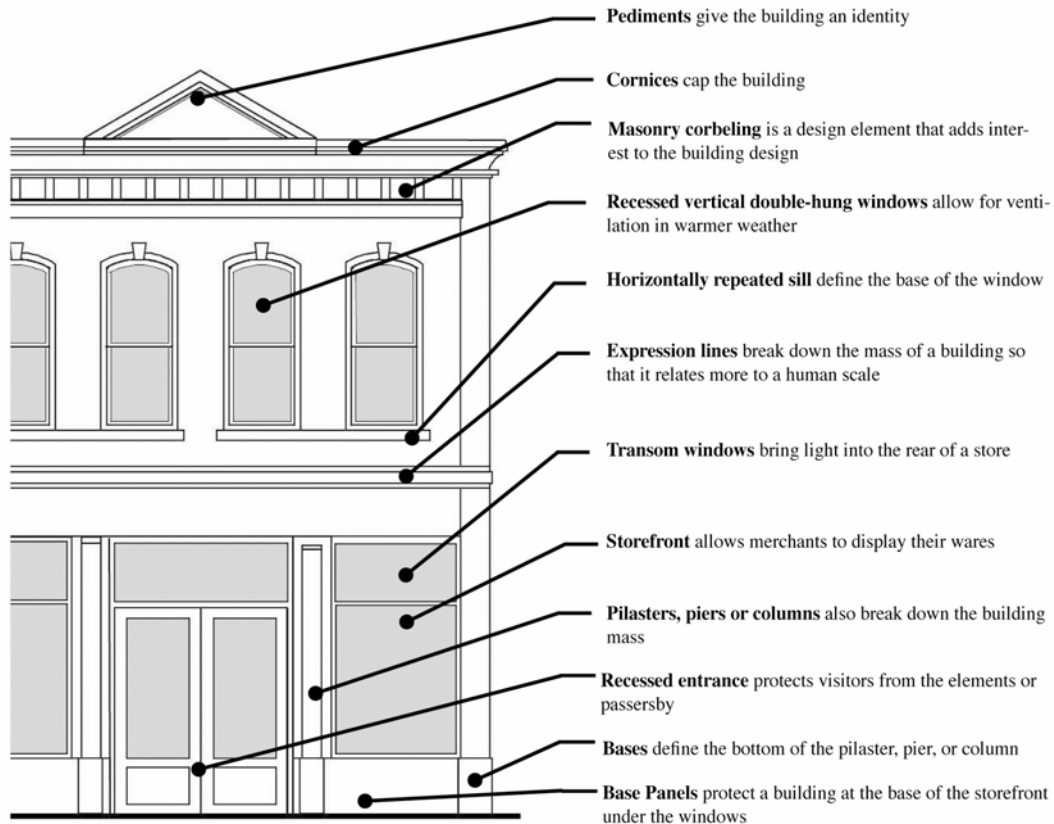
New construction should be designed with traditional proportions and high-quality materials designed to resist deterioration. Use of transparent display windows encourages passers-by to look into shops. Small-scale signage, awnings over windows or doors, and exterior lights affixed to buildings also help create a pedestrian-friendly environment. In retail, storefront character is a key feature to draw customers into the store. Consequently, these guidelines are especially important for the storefront portion of a building's façade.



A building's façade is the entire face of the building, although it can be broken into smaller pieces, as is illustrated in this mixed-use building with a storefront on the first floor.

Guideline 2.1 Incorporate Traditional Façade Elements

Traditional facade elements should be incorporated into both mixed-use and commercial buildings, as well as residential buildings throughout the three Subareas. Many of the existing commercial and mixed-use buildings have, or once had, traditional design elements and details. Elements such as cornices, pediments, and vertically oriented windows, such as double-hung and casement windows, provide detail, depth, and divide the facade into smaller, more human scale pieces. Appropriately scaled light fixtures attached to the exterior of a building should reflect the character of the building and can also create additional interest.



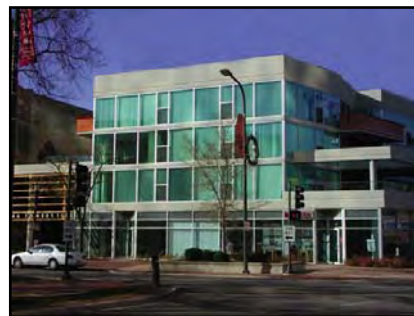
Traditional façade features of a commercial building.

Recommended:



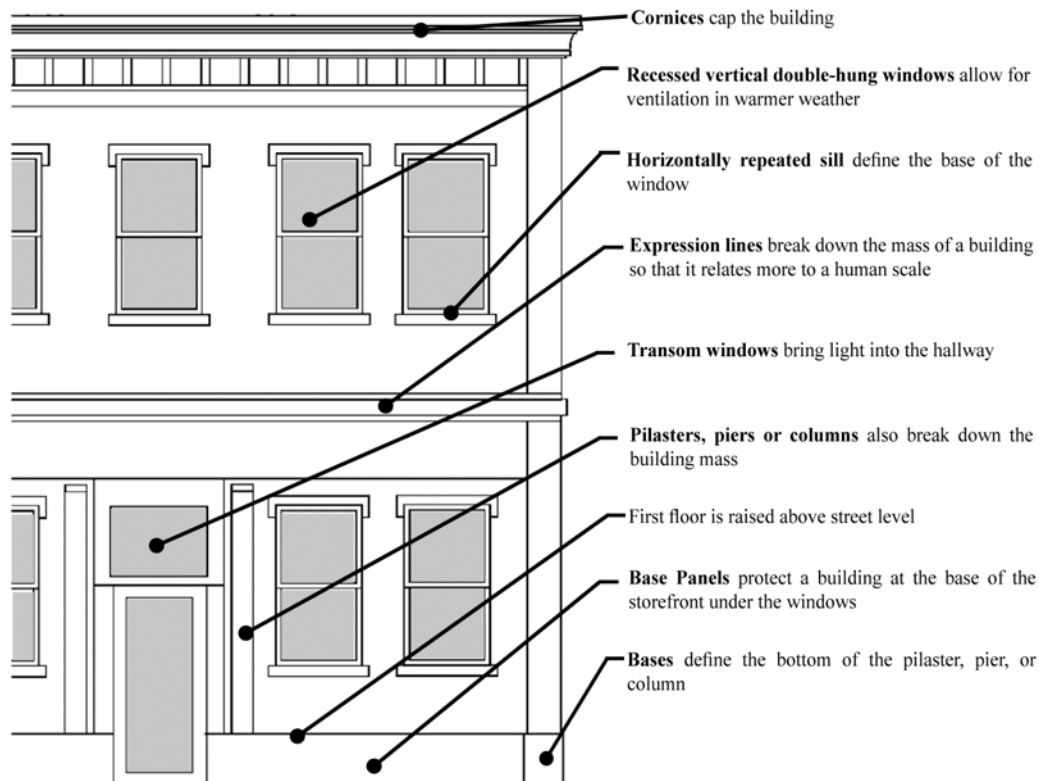
This newly constructed mixed-use building incorporates several traditional design elements, including large storefront windows, vertically hung windows on the upper floors, and horizontal banding.

Not Recommended:



This new building appears flat as it is lacking a parapet, cornice, horizontally repeating window sills, and recessed windows.

Several multi-family residential buildings currently exist within the three pedestrian-oriented subareas and there is a desire to increase the number of residents living in these areas. New residential buildings should incorporate traditional facade elements in many of the same ways as mixed-use or commercial buildings, including horizontal expression lines, repeating sills, and windows facing the street. Existing residential buildings should maintain these elements when renovated. The primary entrance to a residential building should face the street on which the building fronts. The first story should be raised above the level of the sidewalk, with the stairs internal to the building.



Traditional façade features of a residential building.

Recommended:



A parapet roof, vertically hung windows, horizontally repeating windowsills, base panels, and base provide this building with both character and depth.

Not Recommended:



The side façade of this newer residential building is lacking the design elements that provide interest and depth. The almost blank façade does not make a pedestrian's journey rewarding.

Guideline 2.2 Use Appropriate Building Materials and Colors

As existing buildings are renovated and new buildings constructed, the materials used should match or complement those on existing traditional buildings in the area. The highest-quality, natural materials should be used for both new construction and renovation projects to reduce maintenance costs and attain a sense of permanence and durability. Brick and stone are common materials used on existing traditional buildings in Brookfield and they are good choices for new construction. Original materials and design features on existing buildings should be maintained and enhanced. Previous façade renovations that covered or diminished such elements should be reversed.

Inexpensive industrial materials and residential-grade materials, such as concrete block and vinyl or metal siding, should be avoided. Unfinished materials, such as plywood, and obviously faux finishes, like exterior insulated finish system (EIFS) which is a type of false stucco, should not be used. All hardware installed on the ground floor should be designed for commercial rather than residential use.

Recommended:



Metal accents can add a modern touch to traditional façade elements, such as large storefront display windows.



Brick and stone are common examples of traditional façade materials.

Not Recommended:



Vinyl siding is not an appropriate material for a traditional downtown.



Example of a commercial application of a residential door.



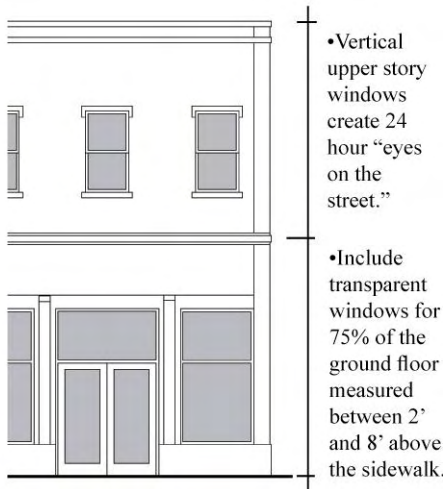
Inexpensive industrial grade materials, such as concrete block, should be avoided.

Guideline 2.3 Install Transparent Windows

Transparent windows free of tints and mirrors allow pedestrians to see into stores and business owners and shoppers to look out onto the sidewalk. Upper floor windows should be vertically oriented and spaced regularly to allow visibility onto the street from these floors. The more “eyes on the street”, making an area safer, especially when residences on upper floors can see the street 24- hours a day.

Seventy-five percent of the front façade should be composed of storefront display windows between 2’ and 8’ above the sidewalk. To facilitate views into and out of the store, signage within the window should be kept to a minimum. Transom windows, which are horizontal windows above display windows and doors, should be maintained or included in new development to increase the amount of natural light within the store.

Recommended:



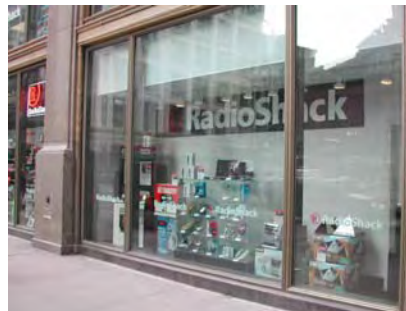
Transparent windows allow potential patrons to view a store’s merchandise prior to entering the store.

Not Recommended:



Storefront windows should be not be installed above eye level or be horizontally oriented.

Acceptable, but Not Recommended:

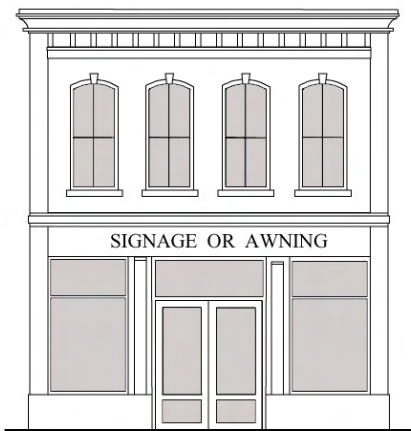


These storefront windows are appropriately hung and are very transparent; they allow goods to be displayed, but they impede full view into or out of the store.

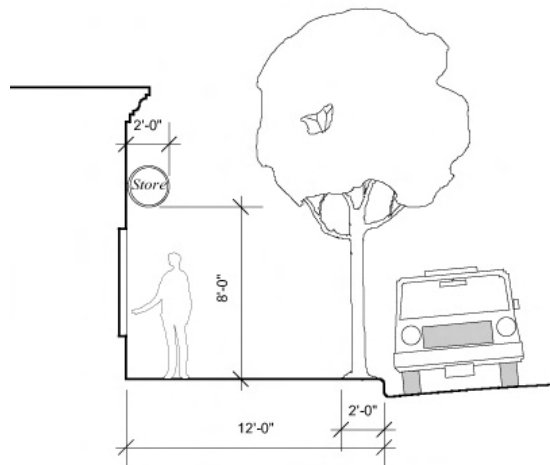
Guideline 2.4 Orient Signage to Pedestrians

A sign reflects the personality and quality of the business and contributes to the character of an area. Signage should be small in scale yet visible to both drivers and pedestrians. Two types of signage are recommended for the subareas: signage mounted flat on the building's face and signage projecting from the building. The first type of signage, flat or band signage, may include pin-mounted signs or signage composed of individual letters. Individual backlit letters are acceptable. The second, projecting signs, should be oriented perpendicularly and should not project across the property line to a point within 18 inches of the curb line.

Backlit box signs—a box frame covered with a plastic sheet, illuminated from inside—are not recommended. Signs with flashing lights should also be avoided. Pole-mounted signage is prohibited, as it is oriented solely to automobiles. Existing pole-mounted signs should be phased out.



A flat or band sign should not be larger (vertically) than 4 feet.



Projecting signs can range in shape and size, but should not extend closer than 18 inches to the curb line. At least 8 feet of clearance is recommended between the bottom of the sign and the sidewalk.

Recommended:



Pin-mounted signs come in distinctive fonts.

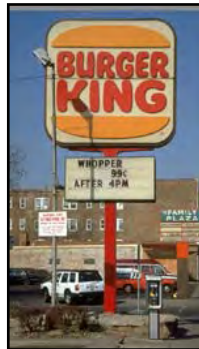


A pedestrian-oriented projecting sign.



Signs should be constructed out of high quality, durable materials, such as wood (cedar or redwood), wood substitutes (high density urethane or HDU), or molded lettering.

Not Recommended:



Prohibit new pole-mounted signage.



To prevent clutter and a loss of transparency, limit the quantity and size of window signs.



Avoid backlit box signs.



Limit the quantity of signage per business.

CATEGORY 3: BUILDING TYPE AND SITE DESIGN

Building type refers to the building scale and massing, as well as the use of the building. Site design refers to how the building is located and oriented on its site. All future development and redevelopment projects in the subareas should be guided with recommendations for building types that are appropriate for the subarea and with strategic site design.

Many of the existing buildings in the subareas are single-use, single-story buildings, which do not serve to increase the number of people within the subareas at various times of the day, and limits the number of “eyes on the street.” To increase the number of residents living within the subareas, new construction, especially in the Eight Corners and Brookfield Station Subareas, should be mixed-use, including ground-floor retail and upper-floor residences or offices.

New auto-oriented uses are not recommended in the pedestrian-oriented subareas. Existing auto-oriented uses should be phased out or blended into the subareas with effective site planning. Auto-oriented commercial uses, such as businesses with a drive-thru or gas stations, should utilize alleys and side streets to access parking lots and drive thru lanes whenever possible. Parking lots should be located behind buildings, however if necessary to be adjacent to the right-of-way, parking lots or driveways should be screened with landscaping and decorative fencing.



Almost all of the buildings in the three subareas are one- and two-story buildings that are built to the front and side property lines.

Guideline 3.1 Construct Buildings to Property Lines

New buildings should be constructed within the build-to zone, which is commonly within five feet of the property line. Buildings should come to side property lines with the minimum side yard setback required by the Zoning Code. This is especially important for corner buildings.

Recommended:

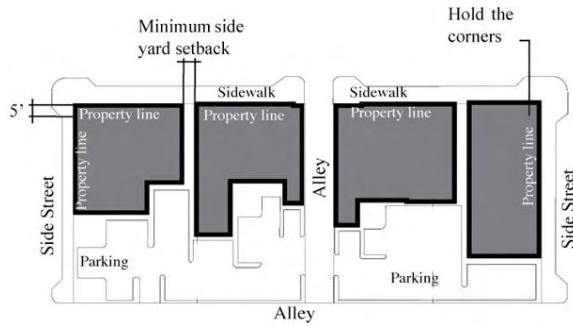


Diagram of buildings constructed to the front property line.

Not Recommended:

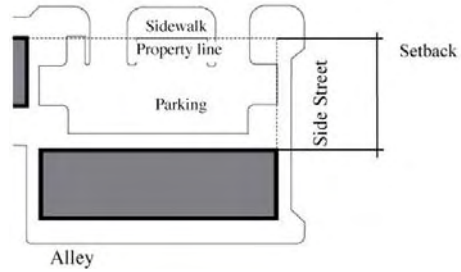
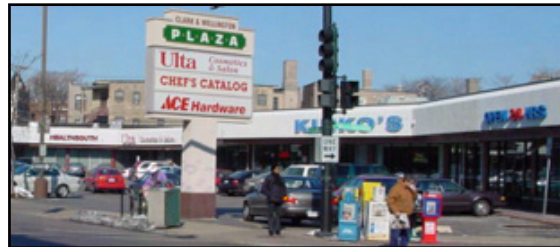


Diagram of a set-back building that disrupts the continuous streetwall and does not hold the corner.



Building in downtown Brookfield that is built to the front and side property lines with no setback, holding the corner.



Single-use commercial building set-back from the property line with parking in the front yard.

Guideline 3.2 Encourage Mixed-Use Buildings

Mixed-use buildings received positive feedback during the Image Preference Survey (IPS). Mixed-use buildings are important to developing and maintaining a pedestrian-oriented area. The businesses on the first floor provide destinations for pedestrians and make trips more interesting, particularly if the uses are retail with large storefront display windows. Retail and entertainment uses on the first floor, such as restaurants or music clubs, provide an added benefit of activity during business and evening hours.

The upper floors of a mixed-use building provide additional daytime activity if they contain office uses, but more importantly, upper floors can house residential units allowing for 24-hours a day, seven days-a-week activity. These additional “eyes on the street” provide areas with an added safety mechanism, as well as the impression of an active neighborhood.

Two- and three-story mixed-use buildings were frequently discussed during the public process for new development in the Eight Corners Subarea, while two stories were deemed most appropriate for the Hollywood Station Subarea. Two- to four-story buildings were rated positively in the IPS for the Brookfield Station Subarea. Adding upper floors to existing buildings or the development of new mixed-use buildings would allow the Village to increase the number of residents living around the train stations and the pedestrian-oriented areas.



Recommended:



Mixed-use buildings create a pedestrian-friendly area with ground floor retail and upper floor residential or office units.

Not Recommended:



One-story, single-use retail building.

CATEGORY 4: STREETSCAPE

Improved streetscape design will enhance the pedestrian character of the subareas. Some streetscape furniture, street trees, and pedestrian scaled lighting exists within the three subareas, but in few areas is it installed consistently. These features, as well as on-street parking, create a more rewarding pedestrian experience by serving as a buffer between the pedestrian and vehicular realms and creating a more aesthetically interesting landscape. Streetscape enhancement is an example of a capital improvements project that can be implemented to increase the pedestrian-friendliness of a street.

This section discusses the common elements of a streetscape, including sidewalk width, lighting, and street furniture. These elements should be coordinated within each subarea to create an identity and help develop a sense of place. Street furniture, street trees, banners, and seasonal decorations provide a visual reinforcement that both sides of the street are considered a part of the same group. Utilizing the same types of tree or plant within an area will provide similar continuity. The installation of these elements should be the responsibility of a common entity such as the Village or a community group to ensure cohesive design and regular maintenance.



This streetscape image was rated very positively during the image preference survey.



Streetscape enhancements, besides being aesthetic improvements, can also serve social functions.

Guideline 4.1 Maintain Width of Sidewalks

Sidewalk width within the subareas varies between about 6 feet and 13 feet. It is important to maintain the maximum width possible within a given right-of-way configuration to allow space to include streetscape design elements such as trash receptacles, pedestrian scale lighting, and benches. A balance must be created between these design elements and maintaining a minimum clearance to comply with ADA regulations, as well as to provide pedestrians with comfortable travel space. In locations where sidewalks are not wide enough for street furniture, pavers or bricks can be used in sidewalk construction to add character to an area.

Recommended:



This sidewalk is wide and free of obstructions. Pedestrians can travel comfortably with a clear line of sight down the block.

Not Recommended:



The width of this sidewalk varies due to tree and light pole placement.

Guideline 4.2 Install Street Trees or Planters

Choose an appropriate or a series of appropriate tree types to serve as the subareas' tree(s) and develop a standard installation method and location for each type. Trees can be installed in a variety of locations, including in front of buildings, in center medians, and along side streets to the alley. Street trees may also be located at corners or along side streets to allow more room for other types of street furniture in certain locations. Decorative tree grates can be used to protect the trees and further define the character of an area. Depending on the sidewalk width, it may be more appropriate to locate small pots or planters of flowering materials in lieu of or in addition to trees.



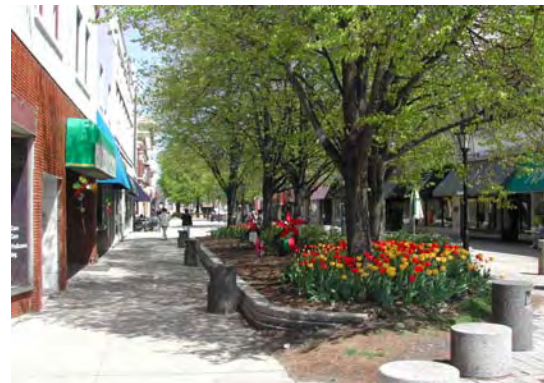
Street trees add character to a pedestrian environment.



Depending on the street width, both planters and street trees can be used to not only provide shade from the sun, but also to serve as a barrier between the pedestrian and the bicycle/vehicle realms.



The additional pedestrian space provided by bulb-outs is a good location for planters and other street furniture.



Planters can be flush with the sidewalk or raised like the one illustrated in this picture.

Guideline 4.3 Select and Install Appropriate Street Furniture

Choose a line of street furniture including trash receptacles, benches, tree grates, and bicycle racks for installation within an area. The chosen items need not be identical, however, choosing an overall style will help to develop character for the area. It may be necessary to limit furniture and planters, as the sidewalk width is not unlimited.



The benches and planters on the side street create a location for social gatherings that will not hinder traffic flow on the primary retail street.



A brick planter with matching black metal street furniture.



Bike racks are important pieces of street furniture that can add to the character of an area, as well as, encourage alternative modes of travel.



Tree grates can be designed to match an overall streetscape style.

GLOSSARY

Alley

A narrow street or passageway between or behind city buildings housing service oriented uses such as utility lines, deliveries and garbage vestibules.

Amenity

A feature or detail that enhances the enjoyment of an area; for example, pedestrian amenities would include benches, walkways, and landscaping.

Architectural Character

The overall effect of elements which comprise a building or group of buildings, including style, materials, fenestration (window arrangement and design), height, size, and other building design details.

Banner

A piece of cloth attached to a staff or on light poles typically used by municipalities to advertise community information or events.

Balcony

An open portion of an upper floor that extends beyond or indents into a building's exterior wall.

Bay Window

A series of windows that projects beyond the exterior wall of a building.

Big Box

Large, windowless, rectangular single story buildings with acres of parking in front to attract auto-born shoppers, typically a suburban prototype.

Build-to Line

The maximum setback from the property line.

Building Type

A category that is determined by a building's height, scale, use, and location of the building on its lot.

Civic Building

A building with a governmental or community function that serves religious, charitable, cultural, educational, or other public purposes.

Column

A traditional architectural feature: a vertical cylindrical pillar or support.

Commercial Building

A building only used for retail, office, service, or institutional uses. Residential uses are not present in commercial buildings.

Corbelling

A bracket of stone, wood, brick, or other building material, projecting from the face of a wall and generally used to support a cornice or arch.

Corner Building

A building constructed on the corner of a site to hold the spatial definition of an intersection.

Cornice

A traditional architectural feature: horizontal molding projecting from the facade and along the top of a building.

Corridor

A linear area that includes both sides of a street, typically a major arterial or commercial street, between certain beginning and end points.

Design Element

A feature that can be used to enhance appearance such as decorative lighting fixtures, special paving materials in place of concrete or asphalt, or signage.

Design Guidelines

Recommendations describing general design criteria for development.

Display Windows

Windows present on the exterior of a building that may or may not continue through to the interior and are used for store displays. Compare with definition for “punch-out windows.”

Double-Hung Window

A window that has two movable window frames that slide on a vertical track.

Expression Line

A traditional architectural feature: a decorative horizontal element on the exterior of a building that delineates the floors of a building.

“Eyes on the Street”

A concept introduced by author Jane Jacobs that recommends windows facing a street so that people can monitor street activity from inside.

Facade

The front of the building or the part of the building facing the street.

Gateway

A design element that draws attention to the entrance to a corridor, often indicating the character or history of the neighborhood. Gateways can be buildings, signs, or other artistic installations.

“Holding the Corner”

Building up to both the front and side property lines, in a sense holding down or anchoring the corner.

Institutional

A category of buildings typically housing schools, universities, hospitals, or other public-oriented services.

Lintel

A traditional architectural feature: a horizontal structural or decorative element over a window or door opening.

Median

A paved or landscaped island separating lanes of traffic that travel in different directions.

Mixed-Use

A building that includes more than one use, typically layered vertically. A common example is ground-floor retail with offices or residences on upper floors.

Monument

A structure, such as a building or sculpture, erected as a memorial.

Multi-family Building

A category of buildings housing more than one family. Apartments or condominiums are most typical.

Mural

A very large image, such as a painting or enlarged photograph, applied directly to a wall or ceiling.

Parapet

A traditional architectural feature: a low wall at the edge of a roof that screens the roof itself, thereby creating the roofline.

Pedestrian-Friendly

The effect creating a positive environment for pedestrians, making the area safer and more comfortable.

Pediment

A traditional architectural feature: a triangular, ornamental element above a door or window. Also, a wide, low-pitched gable on a roof.

Pier

A traditional architectural feature: a vertical supporting structure or column. Also, a section of wall that supports the structure.

Pilaster

A traditional architectural feature: a vertical, rectangular feature that projects from a wall. Unlike a column, a pilaster is shallow and does not support the building.

Porch

A covered area adjoining an entrance to a building, usually with a separate roof.

Property Line

The boundary that legally demarcates a lot.

Public Art

Large sculptures or murals commissioned by a city to add beauty and character to the city, or in some cases, to capture and take note of something special about the city or an event that took place.

Punch-out windows

Display windows or glass boxes on facades that give the illusion of a window but do not pass through to the inside of the building.

Recessed Entry

A traditional architectural feature: a doorway that is inset from the front facade of a building.

Residential Building

A house or apartment building that has residences on all floors, including the ground floor.

Right-of-Way

A publicly owned strip of land to allow for publicly used construction such as sidewalks, streets, alleys and utilities.

Scale

Refers to the relative size of a building, street fixture, sign, or other architectural element.

Setback

The distance of a facade of a building from the corresponding property line; front yard and side yard setbacks may exist for a given site.

Shopping Center

A group of stores and often restaurants and other businesses having a common parking lot. Typically an auto-oriented, suburban building type.

Shopping Mall

A group of stores and businesses facing a system of enclosed walks.

Significant Building

A building that is not historic but has local significance.

Sill

A traditional architectural feature: the horizontal element at the bottom of a window or door frame.

Site

A lot or parcel of real estate.

Storefront

The ground floor of a commercial or mixed-use building, traditionally with large windows.

Sustainable Neighborhoods

Healthy neighborhoods that encourage pedestrian safety and comfort so that residents can walk from their homes to shopping areas. Transit options like busses and trains are typically present in sustainable neighborhoods.

Transom Window

A small horizontal window located above a door or window to allow in light or air.

Turret

A small tower, often on the corner of a building.

Use

The purpose or activity for which the land or building is designed, arranged, or intended, or for which it is occupied or maintained.

Vertical Element

A detail of a building that extends vertically along a facade, such as a pier or column.

APPENDIX D

PEDESTRIAN ORIENTED PUBLIC MEETING SUMMARY

IMAGE PREFERENCE SURVEY (IPS)

April 29, 2004

The Image Preference Survey (IPS) is a tool used to guide the creation of design standards for architectural character and scale, various land uses, street treatment, and other urban design issues. Because a community's identity and image affects its potential for economic development, it is important to determine what the community would like to see in the three pedestrian Subareas of Brookfield Station, the Hollywood Station, and Eight Corners.

Participants in the workshop viewed a slide show of photographs for each subarea. Each slide included two images that were paired randomly with no intended relationship between them. Photographs of the study area were mixed with images from elsewhere to place the local images in a larger context.

For this exercise, each participant received a score sheet and was asked to rate each image on a scale from -5 to +5 according to how well they felt each image would fit into each subarea. As participants viewed the slides, they recorded their impressions on the scorecard.

Following are the results of the Image Preference Survey for each subarea, which indicate the highest and lowest rated images as identified by the participants in the meeting. The rating of the images by the participants provides insight into community preferences for building types, community identity, and urban design elements.

Note that personal preference may have affected the results. Photographs included in the IPS that were taken in Brookfield occasionally had a higher or lower score based on the personal feeling associated with the scene or store. For example, many of the locally owned stores in the Eight Corners are located in buildings with similar characteristics as those that rated poorly in an image from outside of the area, such as little to no transparency of storefront display windows, but were rated positively.

Still, the preferences provide sufficient insight into the community's opinions, and recommendations included in this report were based on the input given during this exercise.

IPS Results: Brookfield Station Subarea

Top Rated Images:



Lowest Rated Images:



IPS Results: Hollywood Station Subarea

Top Rated Images:



Lowest Rated Images:



IPS Results: Eight Corners Subarea

Top Rated Images:



Lowest Rated Images:



WHAT IS MISSING FROM THE EIGHT CORNERS SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: ice cream shop, cinemas, theatre, medical/dental offices, and art studios.

General Commercial:

Dry cleaners.....	0
Newsstand	0
Bookstore	3
Video store.....	0
Florist.....	0
Bank.....	1
Pharmacy.....	0
Convenience store	0
Supermarket	2
Liquor/Wine shop.....	2
Hardware store	1
Barber/beauty shop	0
Clothing store	2
Shoe store	2
Shoe shine	0
House wares	3

Restaurants:

Bagel shop.....	2
Bakery	3
Coffee shop.....	0
Ice cream shop	9
Sandwich shop.....	3
Deli	0
Fast food	2
Family restaurant.....	4
Gourmet restaurant.....	1
24-hour restaurant	2

Entertainment:

Cinemas	9
Theatre	7
Nightclub.....	1
Neighborhood pubs.....	1
Sports bar	0
Wine bar	3
Bowling alley.....	1
Video arcade	1

Youth recreation center 3

Family Facilities:

Day care center..... 0
Community center 2
Senior center 4
Social service center 1
Dance school..... 0
Arts & crafts center 3

Office Space:

Medical/dental offices 5
Realtors 0
Shared service offices 1
Accountants..... 0
Attorneys 1
Trade school 0
Art studios 6

Public Facilities:

Post office..... 2
Library 0
Art museum 1
Concert hall..... 1
School 0
Computer center 0

Open Space and Recreation:

Tot lot..... 1
Ball fields..... 1
Park (passive)..... 2
Private health club..... 1

Housing:

Senior Housing..... 1
Condominium 1
Apartments..... 1
Live/ Work 1

Other:

Pool..... 1
Small Grocer/Trader Joe's 1
Green space..... 1

WHAT IS MISSING FROM THE BROOKFIELD STATION SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: bookstore, family restaurant, theatre, and arts & crafts center.

General Commercial:

Dry cleaners.....	0
Newsstand	3
BOOKSTORE	7
Video store.....	0
Florist.....	2
Bank.....	2
Pharmacy.....	1
Convenience store	3
Supermarket	4
Liquor/Wine shop.....	0
Hardware store	0
Barber/beauty shop	0
Clothing store	4
Shoe store	2
Shoe shine.....	1
House wares.....	1

Restaurants:

Bagel shop.....	4
Bakery	3
Coffee shop.....	0
Ice cream shop.....	3
Sandwich shop	2
Deli	5
Fast food	2
Family restaurant	7
Gourmet restaurant.....	4
24-hour restaurant	3

Entertainment:

Cinemas.....	1
Theatre	5
Nightclub.....	1
Neighborhood pubs.....	1
Sports bar	0
Wine bar	1
Bowling alley.....	0

Video arcade	0
Youth recreation center	2

Family Facilities:

Day care center.....	2
Community center	2
Senior center	0
Social service center	1
Dance school.....	0

Arts & crafts center

Office Space:

Medical/dental offices	0
Realtors	0
Shared service offices	1
Accountants.....	0
Attorneys	0
Trade school	0
Art studios	4

Public Facilities:

Post office.....	1
Library	0
Art museum	1
Concert hall.....	0
School	0
Computer center	2

Open Space and Recreation:

Tot lot.....	1
Ball fields.....	0
Park (passive).....	0
Private health club.....	1

Housing:

Senior Housing.....	2
Condominium	1
Apartments.....	1
Live/ Work	2

Other:

Pool.....	2
Small Grocer/Trader Joe's	1

WHAT IS MISSING FROM THE HOLLYWOOD STATION SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: bookstore, convenience store, family restaurant, community center, arts & crafts center, and art studios.

General Commercial:

Dry cleaners.....	0
Newsstand	4
Bookstore	8
Video store.....	1
Florist	3
Bank.....	0
Pharmacy.....	0
Convenience store	5
Supermarket	1
Liquor/Wine shop.....	1
Hardware store	0
Barber/beauty shop	2
Clothing store	0
Shoe store	0
Shoe shine	0
House wares	0

Restaurants:

Bagel shop.....	2
Bakery	1
Coffee shop.....	1
Ice cream shop.....	1
Sandwich shop	2
Deli	3
Fast food	2
Family restaurant	9
Gourmet restaurant.....	0
24-hour restaurant	0

Entertainment:

Cinemas	0
Theatre	0
Nightclub.....	0
Neighborhood pubs.....	1
Sports bar	0
Wine bar	0

Bowling alley.....	0
Video arcade	1
Youth recreation center	4

Family Facilities:

Day care center	2
<i>Community center</i>	<i>5</i>
Senior center	0
Social service center	0
Dance school	1
<i>Arts & crafts center</i>	<i>5</i>

Office Space:

Medical/dental offices	0
Realtors	0
Shared service offices	1
Accountants.....	0
Attorneys	0
Trade school	2
<i>Art studios.....</i>	<i>5</i>

Public Facilities:

Post office.....	1
Library	0
Art museum	2
Concert hall.....	1
School	0
Computer center	1

Open Space and Recreation:

Tot lot.....	3
Ball fields.....	0
Park (passive).....	2
Private health club.....	0

Housing:

Senior Housing.....	4
Condominium	2
Apartments.....	1
Live/ Work	3

Other:

Pool.....	2
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WHERE DO YOU SHOP?

April 29, 2004

The purpose of “Where do you shop?” is to survey current shopping trends. Participants were asked to mark on a map those businesses that they frequent weekly.

The most frequently selected stores:

Tischler’s	(28 votes)	Trader Joe’s (LaGrange)	(11 votes)
Oscos	(23 votes)	True Value	(9 votes)
Jewel (LaGrange Park)	(18 votes)	Post Office	(7 votes)

Stores receiving three to four votes:

Bill’s Place (LaGrange Park)
BP Amoco
Brookfield Bank
Citgo
CVS
Irish Times
Panera (LaGrange Park)

Stores receiving one to two votes:

Ace Hardware (LaGrange Park)
Antique Shop (LaGrange Park)
Betty’s Flowers
Border’s (LaGrange)
Brookfield Restaurant
Brookfield Zoo Store
Caribou Coffee (LaGrange)
Chinese Restaurant
Citibank
Dominick’s (Westchester)
Dominick’s (Willow Springs)
Dunkin’ Donuts
Eight Corners Catering
Helping Hand
Hollywood Video (LaGrange)
Home Depot (Broadview)
Home Economist (LaGrange Park)
Leo’s
Lobster House
Loca Mocha
Luna
Magic Wok (LaGrange Park)
Movie Theatre (LaGrange)
My Mechanic

North Riverside Mall (North Riverside)
Off Broadway
Paisan's Pizza
Phillip's Gas Station
Riverside Foods (Riverside)
Village Shoppe
Wild Oats (Hinsdale)

PEDESTRIAN-ORIENTED SUBAREAS

CHARRETTE DIRECTIONS

May 13, 2004

Goal: Designing a redevelopment plan that makes the Brookfield Station, Hollywood Station and Eight Corners areas more pedestrian friendly through physical changes to public spaces and buildings and by encouraging the appropriate mix of land uses.

Agenda

6:15-6:30	Arrive and Prioritize the SWOT Analysis from April 29 th using dot votes
6:30	Presentation by Farr Associates: Results from the April 29 th Meeting Charrette Activities – Redevelopment Background and Directions
7:00 - 8:15	Charrette Activities
8:15	Table Reports
9:00	Adjourn

Table Activities

Each table should have the following supplies: 1 Subarea site map, 1 aerial map of the Subarea, 3 sheets of trace paper, markers, and a scale.

1. Map Existing Conditions (10-15 minutes)

In the allotted time, please locate as many of the following uses as you can by outlining the appropriate lot or parcel of land directly on the site map. Please use the designated colors.

- Civic buildings (blue)
- Parks (green)
- Parking lots (purple)
- Historic buildings that should be preserved (orange)
- Existing multi-family residential buildings (yellow)
- Transit station (solid black circle)

2. Map Potential Redevelopment Sites (20 minutes)

Continuing to use the Subarea site map, identify the following by drawing diagonal stripes on the appropriate parcels with the designated colors.

- Vacant lots (this includes parking lots) (black)
- Vacant buildings (gray)
- Buildings or parcels that should be redeveloped because: (brown)

- They are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.)
- They do not fit with the character of the Subarea
- The quality of construction is inappropriate
- The lots are underdeveloped

3. Map Appropriate Uses (20 minutes)

Cover the Subarea site map used in activities 1 and 2 with one piece of trace paper. Using the information that you mapped in the previous activities, locate the following within your Subarea by solidly coloring in the appropriate lot or parcel of land. If you believe that a use is inappropriate for the Subarea, you do not have to locate it. ***If consensus cannot be reached on an issue, please map the uses that the majority of the table agree with and either map alternatives on an additional piece of trace paper or make a note on the edge of the map that consensus could not be reached and why.***

When locating a use, please keep in mind available parking (is on-street parking sufficient, will an off-street lot be necessary, or can an existing parking lot be shared?), visibility (does housing or an office use need to be as visible to those driving or walking by as a retail use?), surrounding uses (what uses would be best by a school? near a grocery store? near the train tracks? near the tracks that go into Chicago?).

General Uses:

- Multi-family residential development (yellow)
- Mixed-use buildings (1st floor commercial with upper stories of residential or office uses) (purple)
- Commercial building (single use) (red)
- Open space/park (green)

Mark the following by labeling the appropriate parcel or lot with the specific use.

Specific Subarea Uses (from the What's Missing? survey taken 4-29-2004):

- Eight Corners Uses:
 - Ice Cream Shop
 - Cinema/Theatre
 - Doctor's Office
 - Art Studio
- Brookfield Station Uses:
 - Bookstore
 - Family Restaurant
 - Theatre

Arts and Crafts Center

- Hollywood Station Uses:
Bookstore
Convenience Store
Family Restaurant
Art Studio

4. Map Physical Improvements (20 minutes)

Create a new map layer by placing a new sheet of trace paper on top of your plan. Map the following using the designated symbol or color. Please use the areas outside of the site map for notes or labels.

- Landscaped medians or traffic circles (green line)
- Locations that should be accessible by bicycle (yellow star)
- Locations for wayfinding signs (signs that directionally point to locations or uses of interest) (blue circle)

Also note to the side which locations or uses would be important to highlight with wayfinding signage

- Areas in need of streetscape enhancements, including but not limited to wider sidewalks, streets trees, sidewalk planters, benches, and trash receptacles. (gray line)

Number these areas in order of importance to assist in determining which streets are most in need of enhancements

5. Reporting

When you have completed activity 4, table leaders, with the assistance of Leslie or Christina from Farr Associates, should tape their plan onto a nearby wall. Select one person from each table to report on one or two topics the group discussed while creating the redevelopment plans.

PHOTOGRAPHS OF REDEVELOPMENT PLANS



Table 1 suggested streetscape improvements, such as wider sidewalks, street furniture, and better signage for the roundabout.



Table 2 recommended moving Village Hall closer to its front property line along Brookfield Avenue.



Table 3 highlighted numerous parcels in the downtown as potential redevelopment sites. Besides shifting Village Hall closer to Brookfield Avenue, they also recommend closing Fairview between Sunnyside and Grand Boulevard.





Also working on the Hollywood Station subarea, Table 5 presented options for landscape improvements, such as green buffers between commercial and residential land uses and new pedestrian-oriented lighting. The group also proposed new residential development in the form of townhomes along Brookfield Avenue. A Zoo trolley is made available to shuttle those Metra riders unable to utilize the Zoo walk to the Zoo.



Three-story, mixed-use developments, with first floor commercial and upper floor residential, were mapped in the Eight Corners subarea by Table 6 along with streetscape enhancement, such as landscaping the Broadway Avenue median.



Table 7's redevelopment plan preserves the existing trees on properties within the Hollywood Stop subarea, while adding new two-story residential and mixed-use buildings.



Table 8 landscaped the existing concrete median on Broadway Avenue and added wayfinding signs at the gateways of the Eight Corners.



Table 9 recommended a downtown with mixed-use buildings and lots of streetscape enhancements.